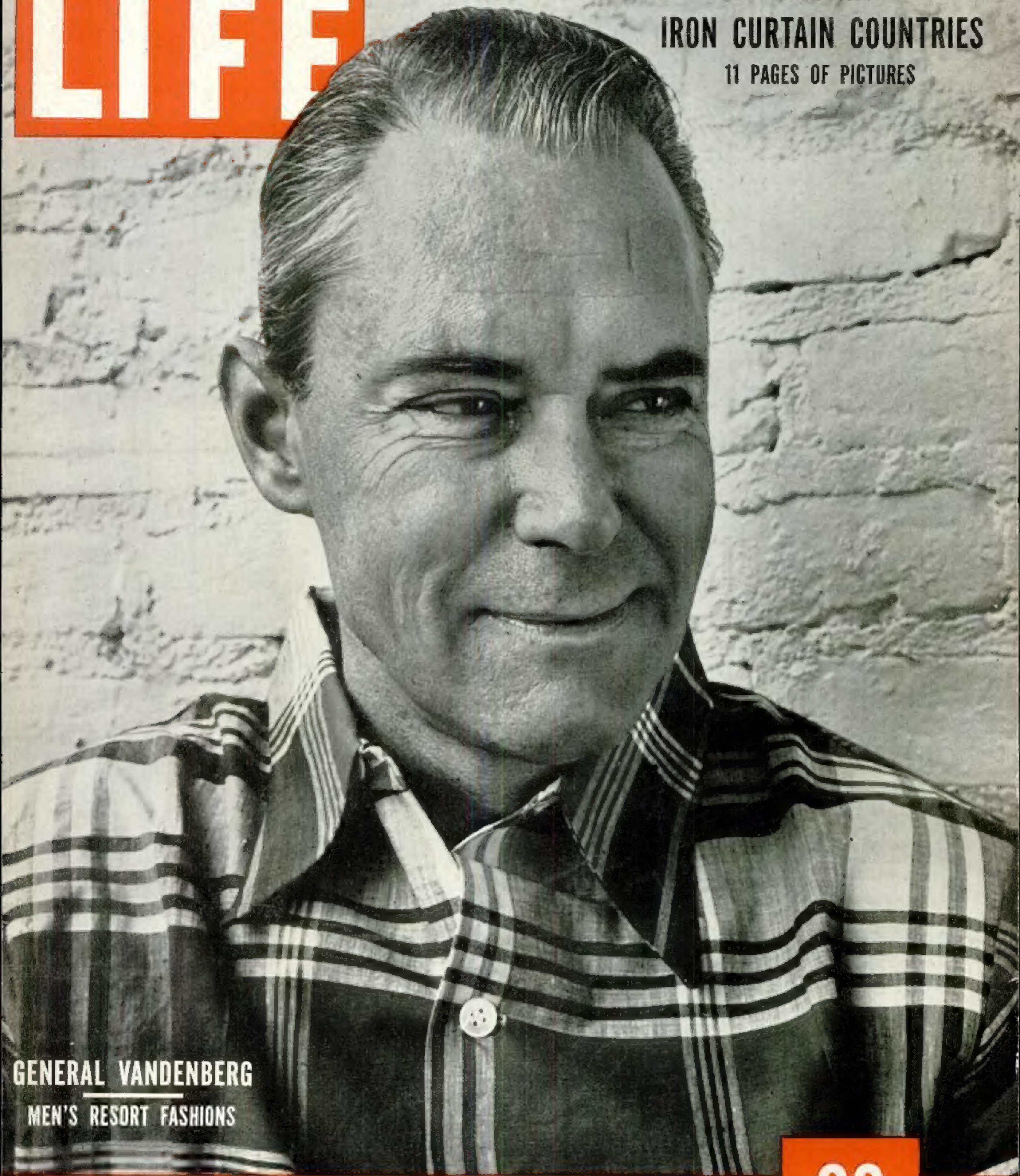


# LIFE

IN THIS ISSUE

IRON CURTAIN COUNTRIES

11 PAGES OF PICTURES



GENERAL VANDENBERG  
MEN'S RESORT FASHIONS

DECEMBER 5, 1949

YEARLY SUBSCRIPTION \$6.00

20

CENTS

The happiest brides have a

# Community Christmas



Community Silverplate for Christmas!  
Thoughtful gift! Style-thoughtful—  
Community's five patterns are in  
famous good taste! Budget-thought-  
ful—Community's prices are in every-  
body's reach. Wear-thoughtful—trust  
Community's solid silver "Overlay."  
Your jeweler now has dinner  
services for 8 as low as \$49.75.

(No Federal tax)

DENTAL SCIENCE EXPLAINS HOW  
IPANA FIGHTS TOOTH DECAY!



DENTISTS SAY THAT IPANA CARE  
PROMOTES HEALTHIER GUMS!



HERE'S THE DENTIST-APPROVED  
IPANA WAY—EASY AS 1, 2!



No other dentifrice—paste or powder—has been proved more effective than Ipana for fighting tooth decay. For dental science says that tooth decay starts with acid-forming bacteria trapped in a sticky coating on your teeth. Every time, any time you brush your teeth with Ipana, it fights tooth decay by helping remove this bacteria-trapping coating.

In thousands of recent reports from all over the country, 8 out of 10 dentists say the Ipana way promotes healthier gums. *That's just as important as fighting decay*, for dentists warn that you can't have healthy teeth without healthy gums! Try this dentist-approved Ipana care—for healthier teeth and healthier gums *both*.

\*The Ipana way is doubly effective. 1. Between regular visits to your dentist, brush all tooth surfaces with Ipana at least twice a day. (Ipana's own formula helps prevent tooth decay—leaves teeth cleaner.) 2. Then massage gums the way your dentist advises. (Ipana's unique formula also stimulates circulation—promotes healthier gums.)

# FIGHT TOOTH DECAY AND GUARD YOUR GUMS BOTH!

Dentists warn you must do both to save your teeth.

You can help prevent tooth decay as you guard your gums—with doubly-effective Ipana care!\*

Naturally, you know how important it is for you to help prevent tooth decay.

But you may not know that *gum troubles cause even more tooth losses than decay does!* And whatever your age—even if you're in your teens—gum troubles can strike you almost without warning!

You and your family can help prevent tooth decay and gum troubles BOTH—with doubly-effective Ipana dental care.\*

For Ipana's own formula helps remove the sticky coating that traps acid-forming bacteria—considered a major cause of tooth decay. *No other paste or powder has been proved more effective for fighting tooth decay.*

And just as important—Ipana is the *only* leading tooth paste specially designed to stimulate gum circulation—promote healthier gums.

HEALTHIER TEETH, HEALTHIER GUMS

# IPANA for Both!



Products of Bristol-Myers

And refreshing Ipana  
leaves your breath cleaner,  
your mouth fresher, too!



P.S. For correct brushing use the DOUBLE DUTY Tooth Brush with the twist in the handle. 1000 dentists helped design it!

This Plainfield, N. J., family believes in complete dental care—and their attractive smiles show it! Mrs. Huston, a top photographers' model, knows that healthy teeth and healthy gums are *both* "musts" for a successful smile. So she makes

sure that her whole family uses the Ipana way to fight decay and gum troubles, too. Give your own family all the benefits of this same doubly-effective dental care. Get a tube of Ipana Tooth Paste today!

This One



Copyrighted material

# "It's a PHILCO—just plug in and play!"



No other television set brings you the Philco-invented Electronic Built-in Aerial System...no other set gives you finer performance than the super-powered Philco.

What a wonderful way to surprise (and thrill) your family this Christmas! A brand new 1950 Philco standing under the tree...ready and waiting to be plugged into the handiest light socket.

That's all you have to do you know—just plug it in. No aerial of any kind needed in up to 8 out of 10 locations. And, naturally, no installation

costs, either. The advertised price is the final price—nothing else to buy. All because this is the only set that brings you the Philco-invented Electronic Built-In Aerial System!

And what performance! These new Philco receivers have the most powerful, most sensitive circuits we've ever built. Far more efficient, far more selective, these super-powered Philcos give

you, literally, the finest performance in television history—even in far off "fringe areas" where you may need an outdoor aerial.

Philco prices—you'll like this—begin at \$139.95. So why not drop into your nearest Philco dealer now, and pick out the Philco television set you want your family to have this Christmas?



**\$229.95**

Tax and Warranty \$2.60  
NOTHING ELSE TO BUY



NEEDS NO AERIAL in normal locations. Eye-level consolette in rich-grained mahogany veneer. 12½ in. screen with huge 97 sq. in. picture and the new super-powered Philco circuits. Also in blond mahogany veneer. Philco Model 1443M. **\$369.95\***

Tax and  
Warranty  
\$4.10

NOTHING ELSE TO BUY



NEEDS NO AERIAL in all normal locations. Has 12½ in. screen with huge 97 square inch picture and the Philco No-Glare Optical System. Philco 3-speed automatic phonograph plays all records, all sizes, all speeds automatically. Plus the new Philco super-powered AM-FM radio. Model 1479. **\$499.95\***

Tax and  
Warranty  
\$11.75

NOTHING ELSE TO BUY



NEEDS NO AERIAL in a normal location. 12½ in. screen with 97 sq. in. picture, 2 speed phonograph for Long Playing and regular records, and new Philco super-powered AM-FM radio. Ask your dealer to show you Philco Model 1477. **\$399.95**

Tax and  
Warranty  
\$9.75

NOTHING ELSE TO BUY



— and best of all a **PHILCO**

*Give Sheaffer's*  
*America's first choice!*

(BY ACTUAL SALES RECORDS)\*



CREST DELUXE THREE-SOME  
Pen, \$17.50 Pencil, \$6.00  
Satin-Finish Ballpoint, \$12.50  
Complete Set, \$36.00 plus \$4.50  
GIFT TUCKAWAY SIZE, SAME PRICE



VALIANT ENSEMBLE  
Pen, \$12.50 Pencil, \$5.00  
Complete Set, \$27.50 plus fed. tax



SENTINEL DELUXE ENSEMBLE  
Pen, \$19.00 Pencil, \$5.00  
Complete Set, \$39.00 plus fed. tax  
GIFT TUCKAWAY SIZE, SAME PRICE



TRIUMPH DESK SET  
\$29.00  
Other Sheaffer Desk Sets  
\$17.50 to \$108.00



**NEW TOUCH DOWN**

Exclusive pneumatic down-stroke  
filler. Easiest pen in the world  
to fill because AIR DOES THE  
WORK! In all White Dot models.

You can give nothing else so universally recognized as the finest in its field . . . yet costs so little as Sheaffer's quality writing instruments. When you choose Sheaffer's, your gift will be used with pleasure, shown with pride. When you choose Sheaffer's, your gift will be a daily reminder of you. And when you choose Sheaffer's, you give America's First Choice. For quality...satisfaction...outstanding value...this year, give Sheaffer's. Look for the White Dot—mark of distinction. W.A. Sheaffer Pen Company, Fort Madison, Iowa and Malton, Ont., Can.

**SHEAFFER'S**  
WHITE DOT • OF DISTINCTION

\*Based on latest annual report

**YOU CAN BUY ANY SHEAFFER WRITING INSTRUMENT INDIVIDUALLY, OR BEAUTIFULLY BOXED IN SETS. PENS FROM \$3.75**

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Festive treats are so easy with Fruit Cocktail and JELL-O!

# Holiday Fruit Mold

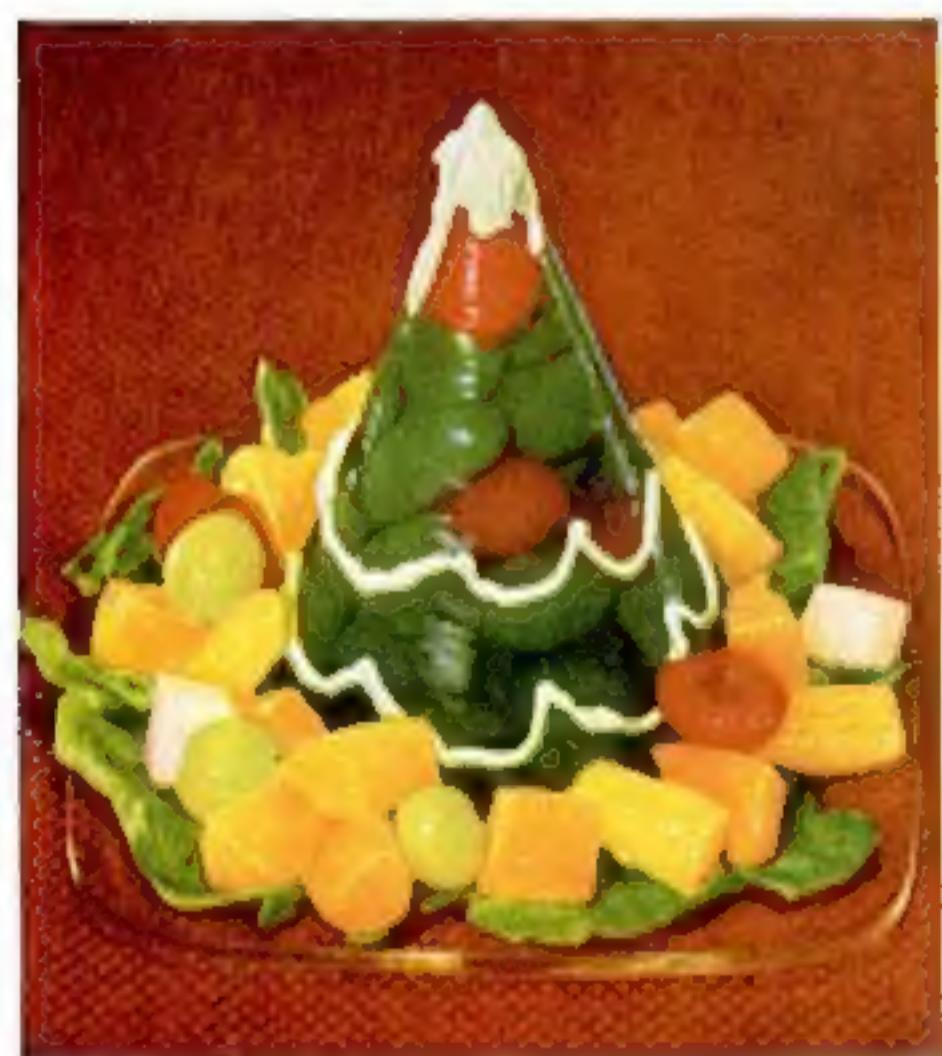


**Easy recipe**

## Christmas Tree Salad

1 package lime Jell-O  
2 cups hot liquid (syrup from fruit cocktail plus water)  
2 tablespoons lemon juice  
1 1/2 cups canned fruit cocktail  
Whipped cream

Dissolve Jell-O in hot liquid; stir in lemon juice. Cool until slightly thickened; fold in 1 cup well-drained fruit cocktail. Set cone-shaped paper cups lined with waxed paper in small glasses; fill with thickened Jell-O mixture. Chill until firm. Unmold on individual dessert plates gently pulling off paper. Trim trees with whipped cream festoons piped on with cake decorator or paper cone. Decorate base of tree with remaining fruit cocktail.



**Thrifty treat**

## Fruit Cocktail Appetizer

Marvelous way to start a meal! Clever way to end one! Sparkling, colorful fruit cocktail spooned right from the can. A company treat ready in 5 minutes, without work for you. The smart hostess will find many a holiday use for this luscious 5-fruit blend of gorgeous golden California cling

peaches, pears, pineapple, cherries and grapes. Ready-fixed, ready-mixed in perfect flavor balance, it's the ideal fruit for gelatin, salads, sauces, fruit cups. And what showy holiday tarts, pies, puddings and cakes you can bake with fruit cocktail! Keep several cans handy for festive feasting, or to help stretch everyday thrifty desserts. Your grocer has it! California Peach Advisory Board

Wonderful so many ways—Choose any brand

# Canned Fruit Cocktail from California

In tin or glass—wide variety of can sizes



## HE BRINGS AN ARMFUL OF COURTESY, TOO

The man who comes to install or repair your telephone brings something more to your home than equipment, tools and efficiency:

He brings courtesy and consideration and a genuine desire to please. He treats your home and the things in it as carefully as though they were

his own—cleans up and puts everything back in place when he's finished:

He brings along the realization that he is the representative of thousands of telephone men and women you may never see—all working together to give you friendly, constantly improving telephone service at reasonable cost:

BELL TELEPHONE SYSTEM



# Smoke all you want!



**GOOD NEWS FOR SMOKERS!** New Listerine Tooth Paste, with Lusterfoam, attacks tobacco yellow and off-color breath.

It's too bad that "Tobacco Mouth" creeps up so gradually. Often enough you, yourself, never even realize you have it.

But, Lady, don't think your friends can't tell! Every time you smile, they know whether or not you have it . . . even if you don't know. Every breath you breathe is a give-away.

So why take chances with a thing like "Tobacco Mouth". If you smoke a lot, play safe and use the new Listerine Tooth Paste . . . especially before a date, or any other social engagement.

There's a reason: Listerine Tooth Paste is made with Lusterfoam—a wonderful new-type cleansing ingredient that literally foams cleaning and polishing agents over tooth surfaces. It removes yellow tobacco stain, while it's still fresh . . . whisks away odor-producing bacteria and tobacco debris.

Why not get a tube of the improved

Listerine Tooth Paste, and see for yourself what a thorough job it does on tooth surfaces and in between the teeth! Just feel that Lusterfoam go to work! Use it regularly, and know they'll never say "Tobacco Mouth" about you!

Lambert Pharmacal Co., St. Louis, Mo.

## What about TOOTH DECAY?

*It's mainly up to you! If you will always brush your teeth right after eating, you will almost certainly help reduce decay in your teeth . . . no matter what dentifrice you use. We suggest you use Listerine Tooth Paste and*

**COMBAT DECAY  
THE PLEASANT WAY!**



## LETTERS TO THE EDITORS

### GARDEN OF DELIGHTS

Sirs:

Among your many fine articles on art, the one on Hieronymus Bosch (LIFE, Nov. 14) is surely outstanding. But why did you not tell the dimensions of this work, who owns it and where it now reposes?

A. D. CONKEY  
Detroit, Mich.

• Unfolded, the triptych is 81 inches high, 151½ inches wide. Originally in the collection of Philip II of Spain (1556-98), it was kept for centuries in Spain's royal palace, the Escorial, is now in the Prado Museum, Madrid.—ED.

Sirs:

It may interest you to learn that the butterfly wings in the third panel of the Bosch triptych belong to a female of the common European species now known as *Maniola jurtina*, which Linnaeus described some 250 years after Bosch knocked it down with his cap in a Flemish meadow to place it in his hell.

Vladimir Nabokov  
Ithaca, N.Y.

Sirs:

In your article on the Hieronymus Bosch triptych you refer to the "huge distorted psaltery" of the right panel on page 77.

The picture shows not a psaltery but an organistrum—variously known as a vielle-a-roue, vielle, hurdy-gurdy, etc. It is not distorted at all, but a faithful representation with its keyboard, crank and covered rosined wheel very clearly depicted.

Alvin R. Wolfson  
New York, N.Y.

• It is a hurdy-gurdy. Bosch undoubtedly used it to parody a psaltery, the instrument mentioned in St. Augustine's commentaries on which Bosch based his painting.—ED.

Sirs:

After having spent several hours trying to digest Hieronymus Bosch's painting *Garden of Delights*, I retired to my cot and had a terrible nightmare. I dreamed I was in Hell and was being pursued by a flock of naked women. It was hell! When I awoke I was glad to find that I was safe in Rochester where most of the women still wear clothes.

William Wilkinson  
Rochester, N.Y.

### RUARK

Sirs:

Your article on Robert Ruark (LIFE, Nov. 14) was thoroughly enjoyed. Bobby shot just as much bull in his younger days as he does now. In fact, maybe more. He and I used to go out back of his home on Market Street Extension in Wilmington, N.C. (where the picture was taken) and shoot the bull (cows too) which belonged to a neighbor, and then run for home.

Incidentally, Bobby raised goats as a boy, which may account for the aroma of his articles.

J. B. Huntington Jr.  
Charlotte, N.C.

Sirs:

Whatever gives LIFE cause to acclaim Ruark's highly colored stories on "the sad state of the GIs in Italy under Gen-



Lovable Brassiere Co., Dept. L12, 358 Fifth Ave., NYC 1



Ask for the revolutionary NEW DETECTO folding scale \$12.95  
At Better Stores Everywhere.  
Prices slightly higher west of the Mississippi.

DETECTO SCALES - INC.  
540 PARK AVENUE - BROOKLYN 5, N.Y.

CONTINUED ON NEXT PAGE

# NEW!... BREATH-TAKING! GOTHAM GOLD STRIPE

## Fashion Five\*



**GOTHAM  
GOLD STRIPE**  
REG. U. S. PAT. OFF.  
BEAUTIFUL STOCKINGS

featuring

- ① **KRIMP TWIST\***...  
a leg hugging, dull finish!
- ② **CAMOUFLAGE HEEL\***...  
only you know it's there!
- ③ **HIDDEN SOLE\***...  
so narrow it's unseen!
- ④ **SECRET TOE\***...  
perfectly concealed reinforcement!
- ⑤ **SHADOW SEAM\***...  
for the trim, slenderized silhouette!

Unbelievably beautiful... everyday  
wearable, 51 gauge, 15 denier nylons  
in smart new colors. Ask for Fashion  
Five at your favorite store, \$1.95.

GOTHAM HOSIERY COMPANY, INC.,  
200 MADISON AVENUE, NEW YORK 16, N. Y.  
Gotham Hosiery Company of Canada, Limited;  
Dominion Square Building, Montreal

TRADE MARK  
PATENT PENDING

### LETTERS TO THE EDITORS

CONTINUED

eral 'Courthouse' Lee?" The official investigation disclosed nothing to bring discredit upon Lee. A good horsewhipping would be too good for Ruark.

I hope he chokes on his caviar.

GAYLORD H. GILMORE

Bryan, Texas

#### SCIENTIFIC WEAPONS

Sirs:

I am definitely timid about bracketing my name with Dr. Vannevar Bush (LIFE, Nov. 14), yet the illustrious doctor seems to have made a grievous error in summing up: "It [war] need not come... if we [free peoples] prevent it for a generation." Stalin is already at the end of his second generation of "education in the opposite direction," and it seems to me that just as long as the good Lord permits the ascendancy of another Genghis Khan, Hitler or Stalin, Dr. Bush's "one generation" theory will grow progressively tenuous.

J. A. HARRINGTON

New York, N.Y.

Sirs:

Just studied Dr. Bush's article. Well, it looks like the war is half over already—just the carnage left to attend to. Thanks, Dr. Bush, for the prefab!

GUY H. TURNER

Leesburg, Ga.

#### COOKIE

Sirs:

Photographer Bernard Hoffman's Cookie (LIFE, Nov. 14) was not the first ape to take a picture. My protégé, whose name was also Cookie, was an advanced shutterbug more than seven years ago when an article appeared in *This Week* magazine Oct. 11, 1942...

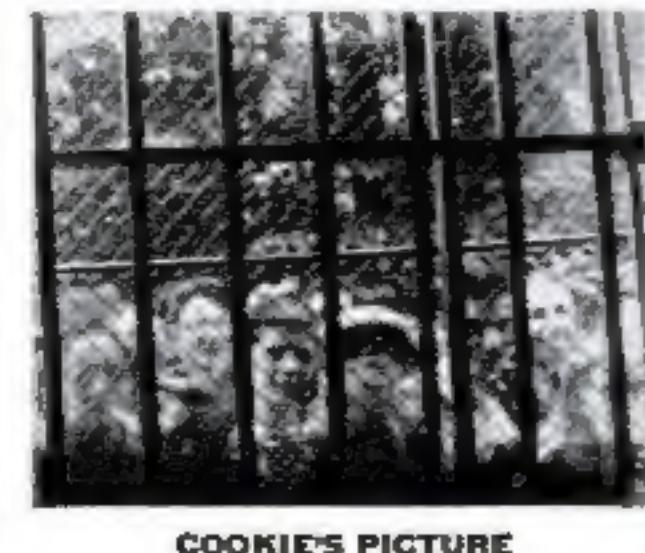
When Cookie made her photographic debut before an outdoor audience she conducted herself with the assurance of a press photographer.

H. HUBER CLARK

New York, N.Y.



THE FIRST COOKIE



COOKIE'S PICTURE

CONTINUED ON PAGE 19

For pictures like these...



Choose these  
as Gifts...

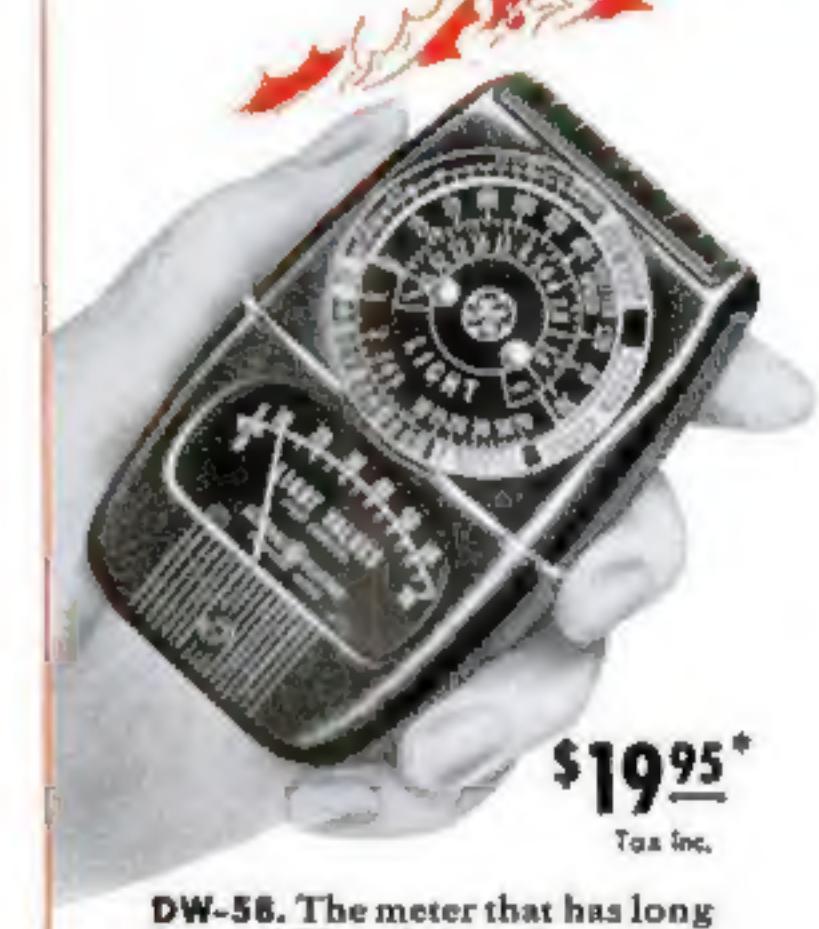


### Exposure Meters



\$32.50\*  
Tax Inc.

PR-1. Give "the meter with a MEMORY" and you give the very finest! A wonderful gift for the discriminating photographer. Measures reflected or incident light, for movies or stills. Easy? Just press, set and read—one-hand operation gives camera settings in an instant. He'll love it!



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DW-56. The meter that has long been "The choice of experts". Extreme sensitivity has made it a universal favorite. Versatility makes it a year-round helper. Accurate... dependable... a real tool for better stills, movies. Handy in the darkroom, too!



\$13.95\*

See all three at your photo dealer's. General Electric, Schenectady 5, N. Y.

**GENERAL ELECTRIC**

\*Fair traded

IN ALL THE WONDER-WORLD OF CHRISTMAS . . .

*No other gifts so New*

NEW HAVEN "BON VOYAGE" . . . A gift favorite in America for travel, for business, for the home. New, all new movement, one half the thickness of usual alarm clock movement. "Click-Set" sweep alarm hand sets accurately at five minute intervals. Thirty-hour spring-wind alarm. Single key winds both time and alarm springs. Simulated leather cover in five eye-thrilling shades—tan, brown, maroon, blue, black.

**\$7.95**  
plus tax



BRANTFORD—Wrist Watch—Chrome-plated top, stainless steel back, and unbreakable crystal. **\$5.95** plus tax  
Radium dial, **\$6.95** plus tax

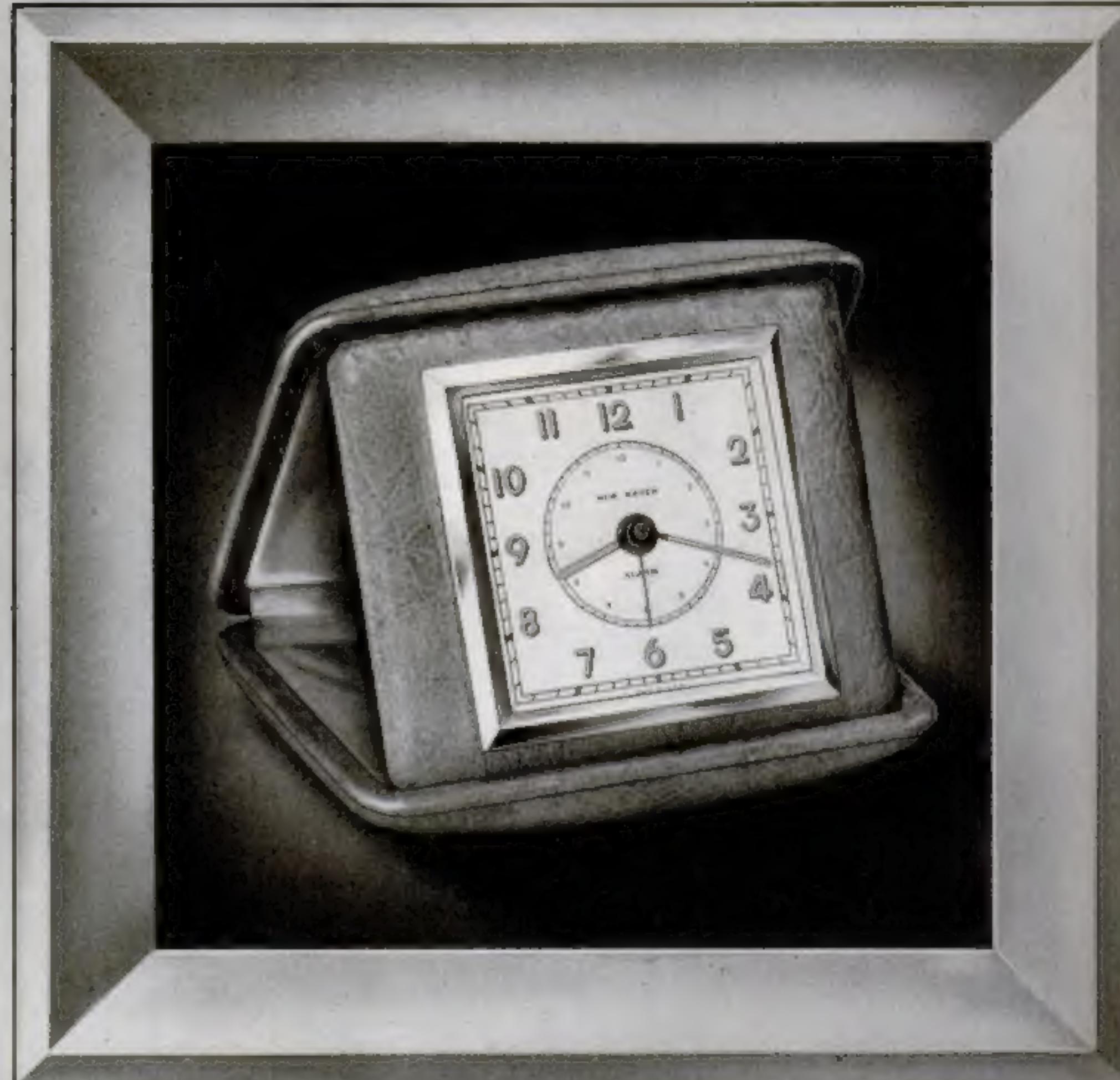


DICK TRACY—Wrist Watch—with famous detective character on its dial. Chrome-plated top. Unbreakable crystal.

**\$5.95** plus tax  
Orphan Annie, **\$5.95** plus tax



BRANTFORD "SWEEP"—Sweep second hand; chrome-plated top, stainless steel back. Unbreakable crystal. **\$6.95** plus tax  
Radium dial, **\$7.95** plus tax

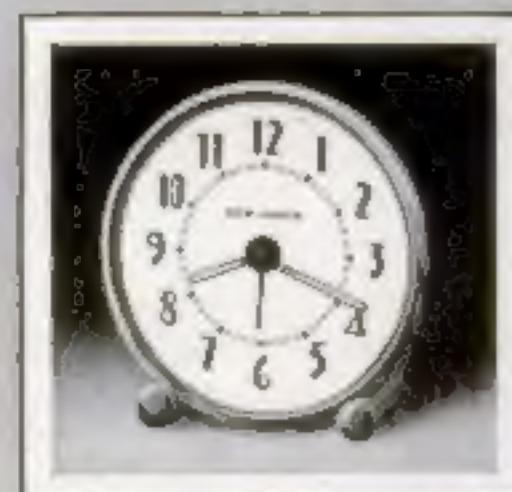


New Haven's the *Beauty and the Buy* for all the family!

HALO—Alarm Clock—exquisitely designed case in ivory finish. 30-hour, spring-wind alarm. Luminous hands and numerals. Unbreakable crystal. **\$6.95** plus tax



ELITE—Alarm Clock with gold-colored bezel and easel back. Hands and numerals glow in dark. 30-hour spring-wind alarm. Unbreakable Crystal. **\$5.95** plus tax.



GEM—Thin movement alarm clock with rich gold colored bezel. 30-hour, spring-wind alarm. Unbreakable crystal. Luminous hands and numerals. **\$4.95** plus tax



VITAL NERVE CENTER—All New Haven Clocks and Watches feature the patented, exclusive "compensating hairspring" to help them keep better time under extremes of heat and cold—an extra feature typical of New Haven's renowned quality.

# ~ so Beautiful ~ so Wanted!!

Open wide their eyes—and then their hearts—with the glamour gifts of 1949... New Haven's magnificent "Bon Voyage" and Jeweled "Bon Voyage" Travel Alarms... gift-packaged in a regal gold and white box that will itself be treasured for a dozen different uses. Here are gifts rich with the magic that sets you apart from all the rest on Christmas morn—yet crafted with the solid honesty and worth born of 132 years of fine American clockmanship! ... New Haven's "Bon Voyage" ... that's the name to remember for gifts that will be long remembered. At stores everywhere.



**JEWELED "BON VOYAGE"** This is New Haven's magnificent new Travel Alarm Clock. There's no other gift so luxurious at the price. Offers all the features of the regular "Bon Voyage" plus jeweled movement and distinguished radium dial adorned with rich gold color trim. Simulated leather cover presented in five decorator's colors—tan, brown, maroon, blue and black.

**\$9.95**  
plus tax

# New Haven

CLOCK AND WATCH COMPANY, NEW HAVEN 4, CONN.

THE RIGHT TIME  SINCE 1817

Gown by Carl Chapman







THE MEN'S SLIDE FASTENER GAITER gives Dad all 'round service—rugged for the country—neat for the city. He can wear trousers tucked in, or outside, depending on the weather.

# Make Winter a Friend of the Family . . .

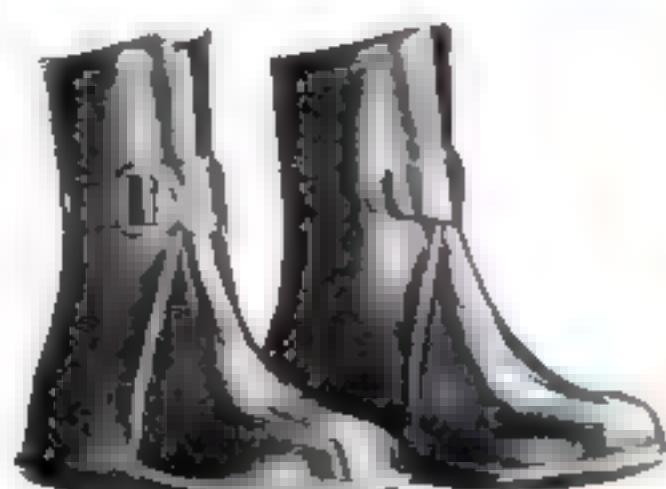
Enjoy winter's ice and snow in snug-fitting, smart-looking, sturdy-wearing **BALL-BAND** Weatherproofs. Protect your family's health and your pocketbook—keep shoes dry and feet cozy in these winter-time favorites. Look for the store that displays the Red Ball trade-mark—your sign of honest value for over fifty years. Here are but four of the many styles, available to fit every foot and suit every taste.



THE SHEBOYGAN—warm, welcome insurance against chilly toes. Fleece lining and smart shearing cuff mean stove-side coziness. Can be worn with casuals or party slippers.



THE STRAND—A beautiful Velveteen Gaiter in green, brown, or black. A striking new elastic shirred front for easy on, easy off. Fits over buckles and bows.



THE BEVERLY—A favorite for small folks. Has warm fleece lining; full height tongue—waterproof to the top; single strap with adjustable snap buckle. Easy for little hands to put on or take off.

Look for the **RED BALL** on the sole of the shoe

TRADE  
MARK

**Ball-Band**  
*Weatherproofs*

MISHAWAKA RUBBER & WOOLEN MFG. CO., MISHAWAKA, INDIANA

## HINT FOR 1949 CHRISTMAS GIFT-SHOPPERS:

# How to give a \$10 gift for only \$7.50

Most good hats—if you've priced them—cost around \$10.00.

That may seem a little steep this year, when everything's so high-priced. But there's a way around it.

The way around it is this—look for a men's store that sells Champ Hats. Go in. Ask the dealer to show you a Champ Hat.

Look it over—as critically as you can. Feel the soft quality of its fine and exclusive 'Kasmir Finish.' Notice its smart styling—from any angle. Turn it over—see how luxuriously lined it is.



CHAMP "DASH"—elegantly, youthfully styled



CHAMP "DIPLOMAT"—for the young executive



CHAMP "B-17"—perfect with sport clothes



FEATHERWEIGHT-CHAMP—  
weight: less than 2 ozs.

# CHAMP HATS

THE \$7.50 HAT WITH THE \$10 LOOK—and feel!

Give a CHAMP Gift Certificate—with miniature hat in plastic hat box. Recipient can exchange it for the CHAMP HAT he likes best.



Champ Hats are sold by Men's Stores and Department Stores from coast to coast—made by Champ Hats, Inc., Philadelphia 7, Penna.

## LETTERS TO THE EDITORS

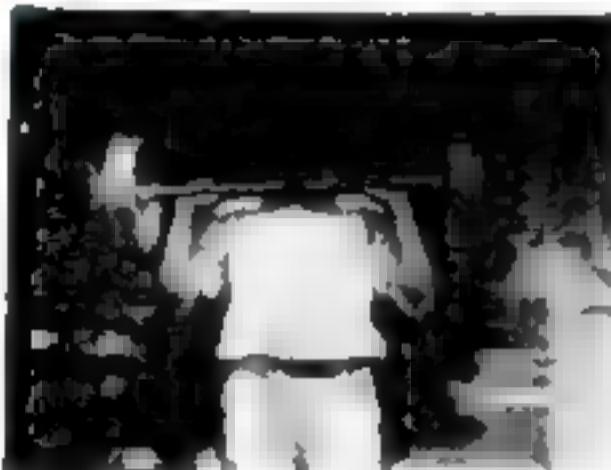
CONTINUED

fore it can plan on staying open beyond this year. But, says the school's fund-raiser, "The money's coming in nicely" —ED.

### MISTAKES

Sirs:

Please forward the enclosed snapshot to Andreas Feininger for his collection of photographic blunders (LIFE, Nov. 14), this one being due to the "silly but commonplace mistake" of



having the finger partially over the lens—but resulting in a rather weird effect

RUTH STAGE

Berkeley, Calif.

### KALMUCKS

Sirs:

Your article on the Kalmucks (LIFE, Nov. 14) interested me very much. While serving with UNRRA in Germany, I was the director of two small camps in Bavaria which cared for 519 of these people.

Many of the Kalmucks had intermarried with Ukrainians, which produced some strange results. In one instance there was a family of 10, comprising three generations, all of whom had the Oriental features but whose skin was very fair, and every one of them had flaming red hair.

CONTINUED ON PAGE 12



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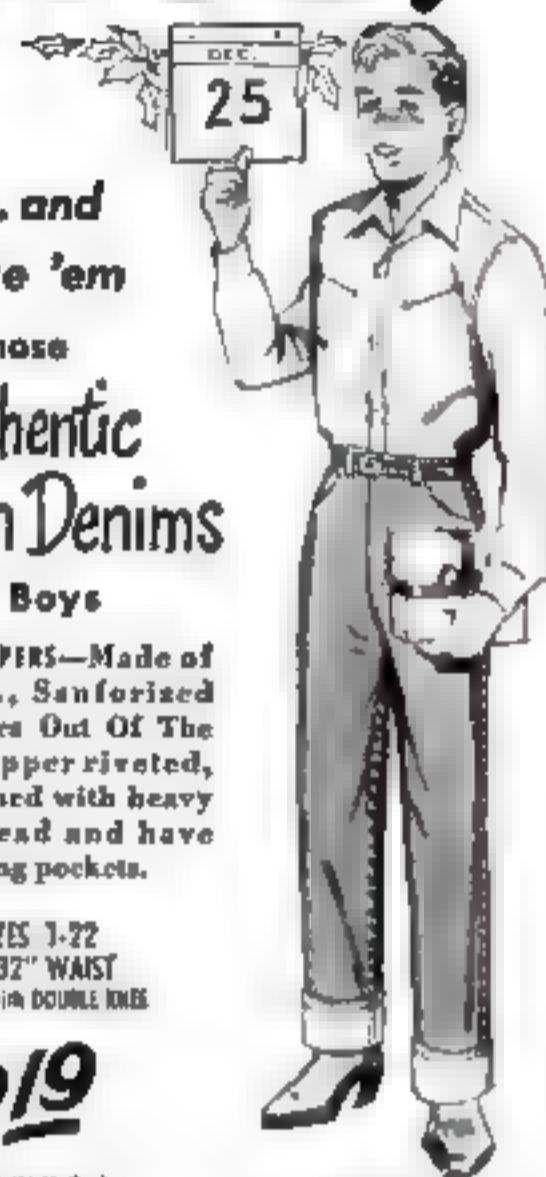
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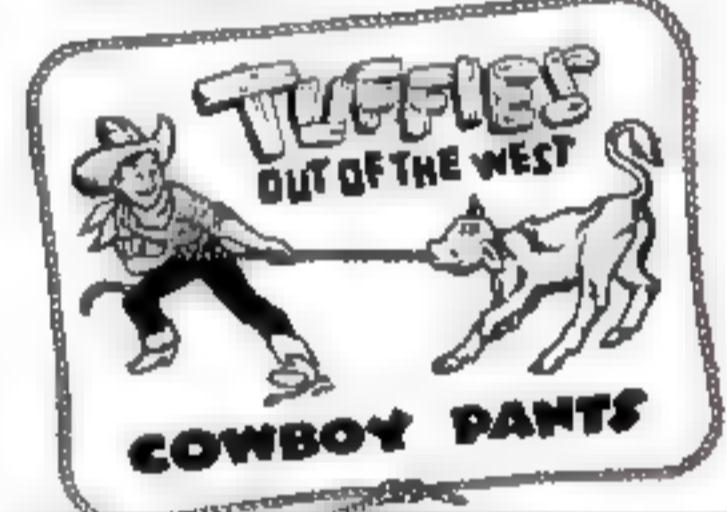


....and  
make 'em  
those  
Authentic  
Western Denims  
for Boys

NOW with ZIPPERS—Made of tough 8-oz., Sanforized denim, Tuffies Out Of The West are copper riveted, double-stitched with heavy orange thread and have inside swinging pockets.

IN SIZES 7-22  
20" to 32" WAIST  
SIZES 5-12 with DOUBLE KNEE

\$2.95  
ANYWHERE IN U.S.A.

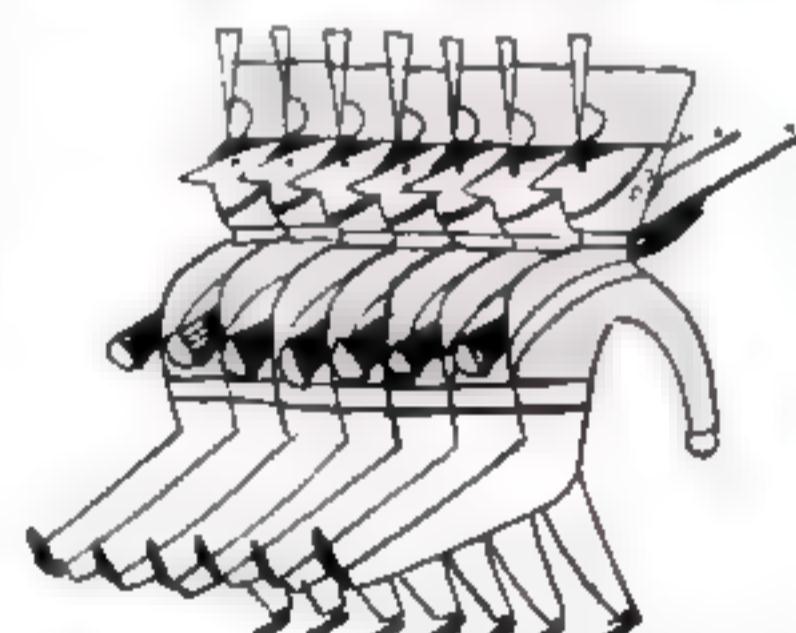


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OKLAHOMA CLOTHING MANUFACTURERS, INC.,  
OKLAHOMA CITY 1, OKLA.

New B.F. Goodrich  
"Rhythm Ride"  
MORE COMFORT, SAFETY, MILEAGE!



MOST TIRES have cords that work "out of step" like rookies. Cords bunch or gap. Each cord goes its own way. That's because the cords are hobbled by non-working cross threads.



B.F. GOODRICH TIRES cords work in rhythm like precision marchers. No cross threads to hamper their action. B.F.G. cords work together to absorb bumps for more comfort, resist road shock for more safety, share the wear for more miles. Get the "Rhythm Ride"! See your B.F.G. retailer.

EVERY LIST I GET STARTS  
WITH A G-E AUTOMATIC!



The toaster that everyone wants!



Streamlined New General Electric Automatic Toaster \$21.50 (Incl. Fed. Excise Tax) Price subject to change without notice.

Here's the super gift of '49—the gift you'll want to give because you'd love it yourself—the General Electric Automatic Toaster!

It's a jewel! It's a beauty! It's got wife appeal and husband appeal and kids appeal!

The new General Electric Automatic Toaster makes your toast light, dark, or medium, just the particular way you like it, each and every time!

What a joy—this year and next!

Of course, the General Electric has other wonderful features, too. It will pop your toast up . . . or keep it down inside the toaster until you're ready.

And the General Electric has a snap-in crumb tray you can detach in a second and wash right along with your dishes. No more trying to shake the crumbs out!

Just as important in a toaster is *reliability*. The General Electric is built with fine material and craftsmanship—it's built to last. The very name on the toaster means that the lucky owner will get real pleasure and long-term satisfaction from it.

This Christmas, if you want to give a gift so welcome it'll be put in use on Christmas morning, give a General Electric Automatic Toaster.

Get your G-E Toaster today. General Electric Company, Bridgeport 2, Connecticut.



Graces your table at  
breakfast or buffet



Makes every slice the  
color you want



Has Snap-In Crumb Tray  
for 10-second cleaning

*Toast to your taste—every time*

GENERAL  ELECTRIC



## Magic Blades

Best defense against a moving tie—the SWANK Pin Klip.\* This gleaming blade doesn't pierce your

tie—keeps it smartly centered, always. In eye-holding, tie-holding white pearl hilts.

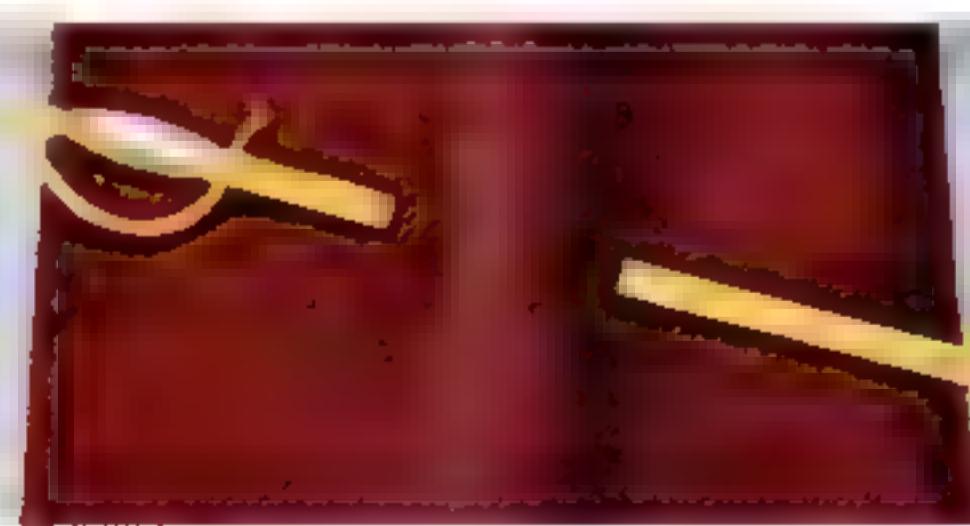
Also available in metal hilts. \$2.50 each, plus Federal Tax.

Always look for the name SWANK on all our products

Men prefer  
**SWANK**



DAGGER



SABRE



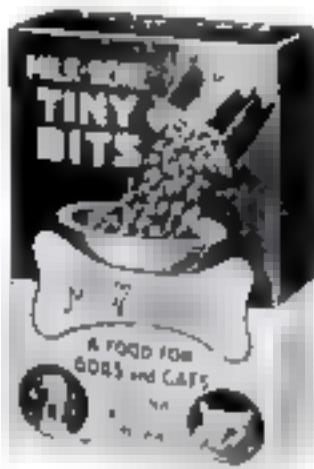
SCIMITAR

SWANK • SWANK, Inc., Attleboro, Mass.



## He gets a basic, balanced diet!

Lucky dog—he gets MILK-BONE TINY BITS every day! And because this nutritious food mixes so well with table scraps or soup, his diet can be tailored to his individual needs—and as varied as you care to make it! Economical, too, because you add the liquid to this meaty, concentrated food! Baked for purity and easy digestion, MILK-BONE TINY BITS are sealed in lined cartons. Order some today!



Illustrated by  
Good Housekeeping  
A FOOD FOR  
DOGS AND CATS

MILK-BONE TINY BITS contain nutrients your dog needs: Vitamins A, B<sub>1</sub>, B<sub>2</sub>, D, and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk.

NATIONAL BISCUIT COMPANY

**Sensational NEW EVANS AUTOMATIC LIGHTERS**

**THE NEW MAGIC LAMP TABLE LIGHTER**

**Look for the Red Seal... an exclusive feature found in all new Evans lighters.**

**PERFECT GIFT, PROUD POSSESSION. SILVER OR GOLDEN METAL FINISH CAN BE PERSONALIZED WITH ENGRAVING.**

**OTHER MODELS FROM \$5**

**Evans**

**EVANS CASE CO., NO. Attleboro, Mass.**

**CREATORS OF FITTED BAGGAGE AND POWDER BOXES**

## LETTERS TO THE EDITORS

CONTINUED

There are more than 500 Kalmucks in Paris. There is also a large colony in Lyons, working in the silk mills. The Kalmucks in the DP camps were in constant touch with those in France, and some of them hoped that eventually they, too, could go there.

Louis E. KLEINSCHMIDT  
Manhasset, N.Y.

### PLANT HORMONES

Sirs:

Regarding your article "Plant Hormones" (LIFE, Nov. 14) you stated that a plant bends toward light because light destroys growth hormone in the side nearest it so that the plant's far sides grow faster. I wish to call to your attention that light does not kill the growth hormone, instead the light causes the growth hormone to migrate to the dark side of the plant. This produces an excess of auxin on the dark side, which causes the plant to grow faster on this side, consequently the plant turns toward the light.

HENRY HINRICHSEN  
Valparaiso, Ind.

• Both LIFE and Reader Hinrichsen are right. The two reactions may both occur, sometimes in the same plant.—ED.

### PEARLS

Sirs:

In your article on pearls (LIFE, Nov. 14) you failed to mention how one could distinguish between the real and the fake.

If you will bite a pearl (easy does it), the oyster-type, natural or cultured, pearl has a surface like sandpaper. An imitation has a smooth, glassy, inorganic feel.

VIRGINIA OWENS  
Rockaway Beach, N.Y.

• Pearl experts do not recommend indiscriminate pearl biting. Reader Owena should rub the pearl against the biting edge of her front teeth.—ED.

Sirs:

Enclosed find picture of Maren, our French poodle, wearing her "evening



at home's pearl dealer, thus accounting for part of the 86 million strands of pearls sold this year.

J. GOODMAN

New York, N.Y.

Address the Editors  
at 9 Rockefeller Plaza  
New York 20, N.Y.

Do you own a projector? Or does some special friend or relative of yours have a projector?

Solve your GIFT problems with

## CASTLE HOME MOVIES

8 MM

16 MM



### Give "FOOTBALL PARADE OF THE YEAR"

Highlights of the greatest college gridiron battles! Sensational plays—the unexpected—the dramatic! Thrill to football history in the making!

### ALL THESE GAMES IN ONE EXCITING FILM

YALE-HARVARD • STANFORD-WASHINGTON  
WISCONSIN-MINNESOTA • NAVY-NOTRE DAME  
BOSTON-CLEMSON • ARMY-COLUMBIA  
ARKANSAS-VANDERBILT • (Subject to Change)

### Give "A CHRISTMAS DREAM"

A little girl, laden with Christmas toys, discards "Stuffy", her old rag doll. Santa Claus makes her dream that "Stuffy" is alive, romping, calling other toys to life in a mischievous riot of fun! She awakens and "Stuffy" is once again her favorite.

### Give WOODY WOODPECKER in "THE BARBER OF SEVILLE"

Barber out to lunch so Woody takes over! He shears, shaves and shocks the customers until he has his own close shave!

### Give MIGHTY MOUSE in "MIGHTY MOUSE RIDES AGAIN"

Three villainous cats crash mouse picnic. Mighty Mouse takes a hand and in a panic finish makes the cats lose most of their 9 lives in fright!

These CASTLE FILMS and many others offer LOW-COST, quality entertainment for all ages—all occasions. ORDER NOW!

**CASTLE FILMS**  
DIVISION OF UNITED WORLD FILMS INC.



SEE YOUR PHOTO DEALER  
OR SEND HIM THIS FORM  
**TODAY!**

### ORDER FORM

All Castle Films are available at your local photographic dealer in five editions at these low prices.		8 mm.	16 mm.			
		50 Feet	Complete	100 Feet	Complete	Sound
"Football Parade of the Year"		\$175	\$550	\$275	\$875	\$1750
"A Christmas Dream"						
"Woody Woodpecker"						
"Mighty Mouse"						

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Remittance Enclosed  Send me Castle Films' FREE De Luxe Catalog

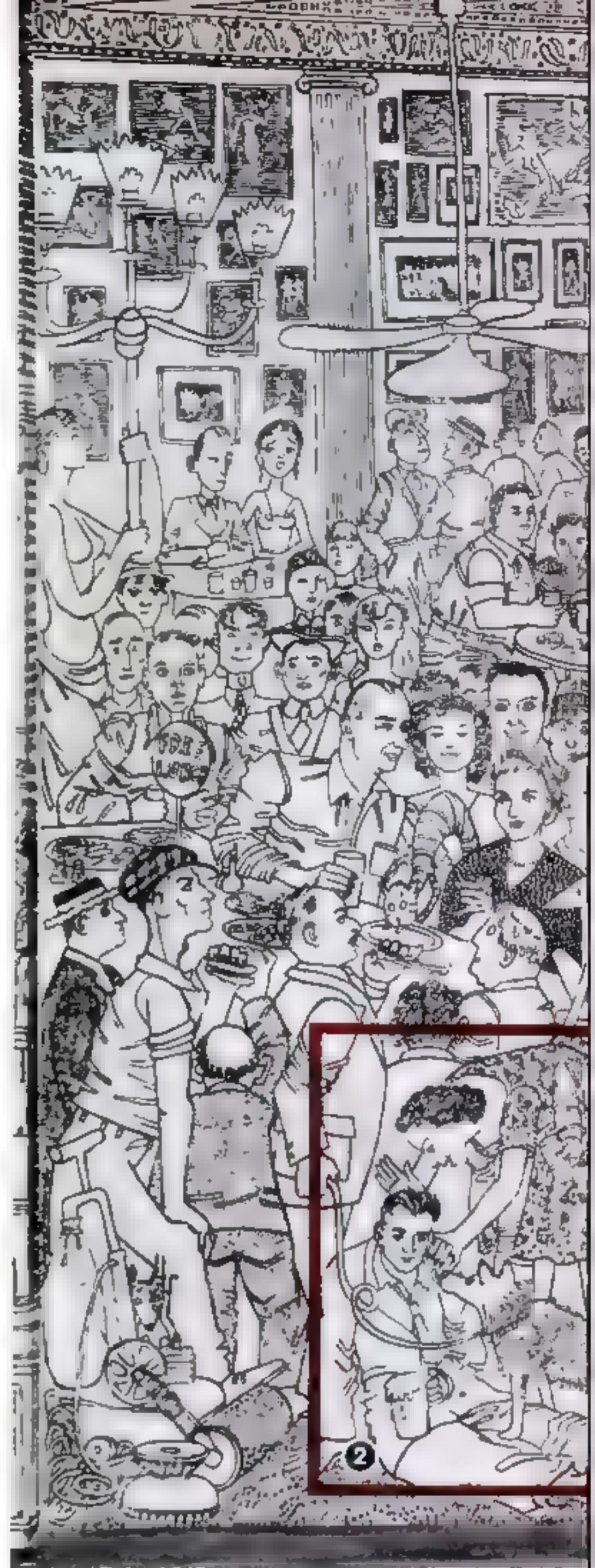
### FREE!

To all projector owners. Send for Castle Films' new 1950 de luxe catalogue describing a wide variety of home movies.



①

ARROWS IDENTIFY PROPRIETOR BILL DONAHUE, HIS WIFE AND DAUGHTER IN THE MURAL



②

ONE OF MURAL'S MAIN PANELS SHOWS BAR

## SPEAKING OF PICTURES . . .

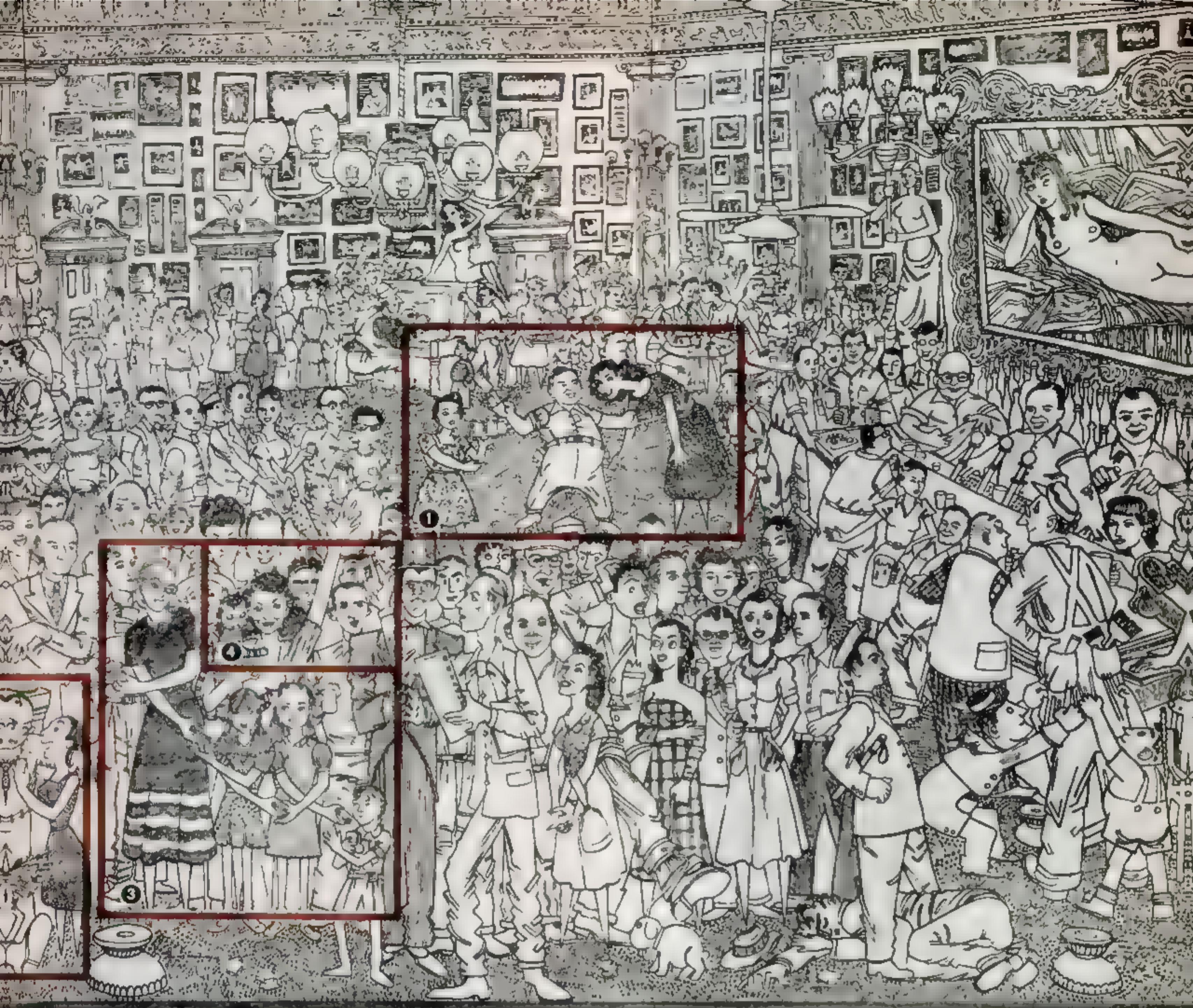
. . . Mural immortalizes Bronx bar's patrons

Back in the Renaissance, when commissioned to do sizable jobs on church walls and palaces, artists would use townspeople as models and put their faces into frescoes and sculpture. As a result the art of many Renaissance towns became a detailed directory of the people who were around when the artists got down to work. Today, in the Bronx, a pretty detailed directory of the people around West Burnside Avenue has recently been completed on the walls of Donahue's bar and grill. It was done by an artist named Clifford Saber for Bill and Mike Donahue, former schoolmates of his. At first Saber planned something involving leprechauna, but he became so

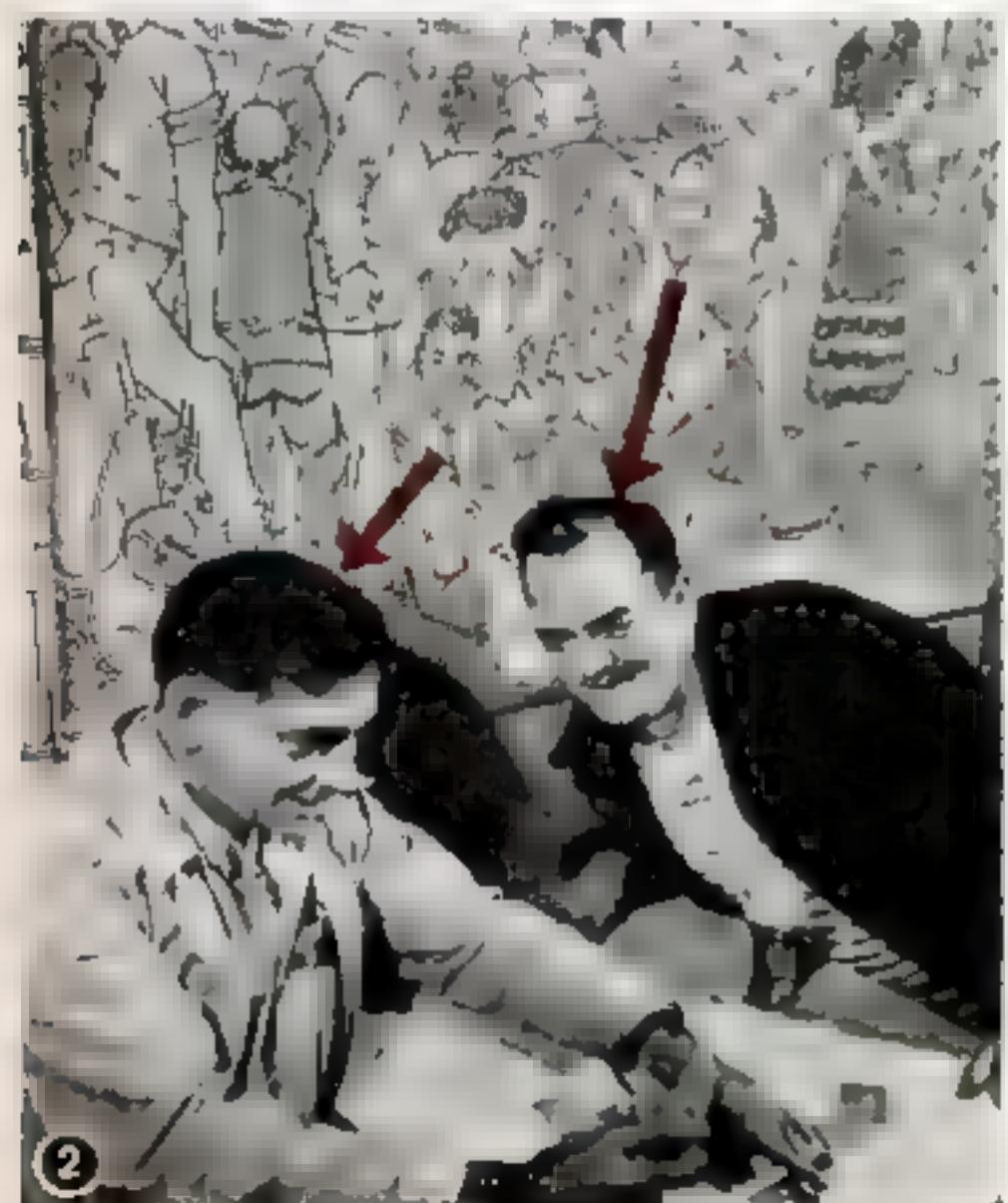
impressed by the bar as a neighborhood institution that he decided to design the mural around the patrons. As men, women, children, dogs and cats came into the bar during the evening, Saber worked their caricatures into the mural. Seven months and 600 square feet later, he was finished. In the panel at right sections are blocked out to match pictures of customer-models (bottom) who are identified in the mural by arrows. Donahue's regular patrons are delighted with it, love to bring friends in and point themselves out on the wall. They particularly like the nude (upper right) but they are careful to explain that nobody ever shows up that way in Donahue's.



ARTIST SABER did all his work during the bar's regular hours. In all he drew more than 6,000 separate figures.



AS IT WOULD HAVE LOOKED IN THE 1890s AND DEPICTS MOST OF THE 150 REGULAR PATRONS. AREAS BLOCKED OFF ARE REPEATED BELOW



**TIPSY PATRONS** in mural were cheerfully posed for by habitual customers Jim Brienza (left) and Bill Reid.



**FAMILY PATRONS** are Margaret Steimel and three children. They come in almost every day for their lunch.



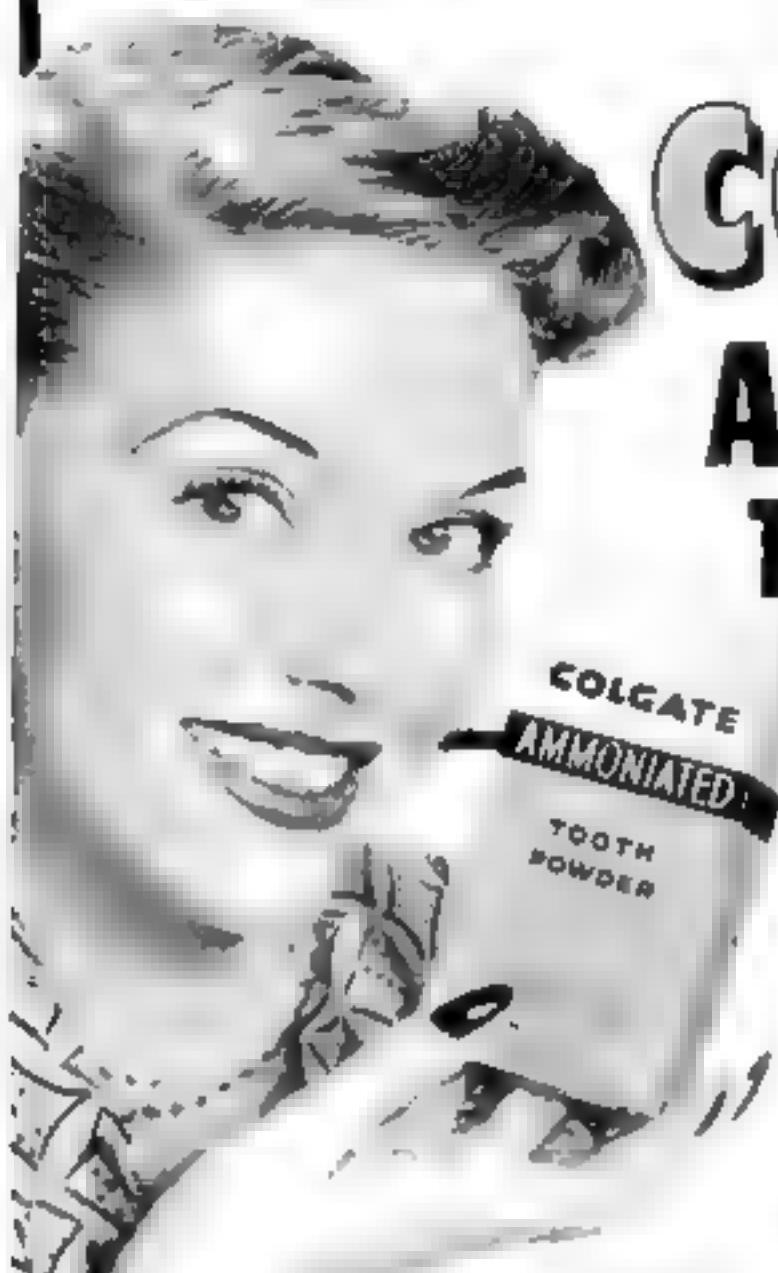
**FELINE PATRON**, one of many that hang around the bar, is admired by Patsy Donahue and another subject.

Scientific Research Indicates You Can Help

# Prevent Tooth Decay

With the New

## COLGATE Ammoniated Tooth Powder



COLGATE  
AMMONIATED  
TOOTH  
POWDER

Colgate's Amazing New  
Dentifrice Has a Refreshing, Minty  
Flavor that Leaves Mouth Sweet  
and Clean-Tasting for Hours!

Science has found a revolutionary new dental formula to help prevent tooth decay. And current research indicates it is remarkably effective!

But it took Colgate Ammoniated Tooth Powder to include this amazing formula in a dentifrice so good-tasting, rich-foaming, and mouth-refreshing, even the funniest youngster enjoys using it!

### The Formula You've Read About

Colgate Ammoniated Tooth Powder, product of Colgate-Palmolive-Peet Company's research laboratories, is based on a formula developed by University of Illinois scientists. It contains the wonder-ingredients: Dibasic Ammonium Phosphate and Carbamide. These give you three real benefits that can help your whole family avoid the misery, worry and expense of needless tooth decay.

Start combating tooth decay now with Colgate Ammoniated Tooth Powder. Brush regularly as directed. Notice how its foamy cleaning action removes dingy film, makes teeth look and feel cleaner immediately. Enjoy its refreshing minty flavor. Has no bitter after-taste. Leaves your mouth sweet, freshens breath, too!

### Guaranteed by Colgate

Try Colgate Ammoniated Tooth Powder. If you don't agree it is the finest ammoniated dentifrice you've ever used, we guarantee to refund your purchase price in full, plus postage. Just return the unused portion to Colgate-Palmolive-Peet Company, Jersey City 2, N. J.

### 3 Amazing Benefits

#### To Help Prevent Tooth Decay

1. Colgate Ammoniated Tooth Powder helps neutralize destructive mouth acids, considered by many dental authorities a leading cause of tooth decay.
2. It inhibits growth of acid-producing bacteria, Lactobacillus Acidophilus, in the mouth.
3. It helps dissolve and remove from teeth gluey film in which acid-producing bacteria thrive.



Give Youngsters, especially, this help—worst tooth decay damage occurs during growing years. Children love its minty flavor. Colgate Ammoniated Tooth Powder has been tested and recommended by Parents' Magazine.

**COLGATE**  
AMMONIATED TOOTH POWDER

With a Flavor the Whole Family Will Enjoy

## LIFE'S REPORTS



**U.S. TOY CENTER** is this building in New York, where manufacturers have sales offices. Shown above are the tenants of one floor displaying their wares.

## TOYS ARE TERRIFIC

Manufacturers' pursuit of the Christmas dollar produces wonders poor papa never dreamed of

by ERNEST HAVEMANN

This is the time of year when it takes a really dedicated parent, completely unselfish and able to survey the march of progress without any regrets for his lost youth, to keep from bursting into tears of self-pity. There was a time, within the memory of most parents now alive, when Christmas toys could be taken or left alone. A train was something you just wound up or plugged into a light socket and then watched go round and round on a circular track until you got dizzy or the train broke. A doll was an inanimate object which you could look at or hug to your breast but which had no special accomplishments and was inclined to smash to pieces if you dropped it on its head.

The electric train of 1949 is considerably more ingenious and spectacular than the best real transcontinental trains in which today's parents were riding 30 years ago. The junior engineer can now sit at his control board, push his buttons and by remote control make his train stop, start, back up, couple, uncouple, switch down sidings, load or unload lumber, coal and cattle, disgorge milk cans, whistle and blow smoke. If he has all the newest accessories he will have a diesel-type locomotive and an automatic station with a loudspeaker that announces in a clear voice that the train is arriving, stops the train, then announces it is leaving and sends it on its way.

The electric-train business started in 1900 when J. Lionel Cowen, an enterprising young inventor in the then new field of electric motors and batteries, set up a factory with a single employee. Today the Lionel Corp. alone sells more than \$15.5 million worth of trains a year, maintains 400 service and repair stations around the nation, and has enough high-grade engineering and designing talent to transform almost any good idea into a workable new piece of equipment. The only thing

CONTINUED ON PAGE 21

# Last-Minute Thoughts

*...but de luxe  
ideas!*



## De Luxe Idea in delicately flavored White Cake

No time for frosting? Then bring out this delicately soft loaf cake, dripping with chocolate sauce. Delicious any way you serve it.



## De Luxe Idea in rich-flavored Chocolate Fudge Cake

No time for fussing? Make wonderful chocolate fudge loaf cake by merely adding milk. Turns out moist and luscious. Simply top it with ice cream.

**MILK IS ALL YOU ADD**  
*...no eggs, no flavoring,  
no extras of any kind required*

You can whip them up, serve them up at a moment's notice. Beautiful, velvety-textured white cake or rich chocolate fudge cake . . . in handy quickie loaf. Really elegant cakes . . . high and delicately flavored . . . wonderfully soft and even. And you get the same fine results every time you bake because Pillsbury provides finest ingredients (special cake flour, shortening, eggs, sugar) completely and perfectly blended. No extras needed. You merely add milk. No mix that does not contain all these ingredients in such perfect balance can possibly equal the quality, ease and convenience of these two Pillsbury Mixes.

3 Original Rogers Silverplated Teaspoons. Exclusive Lady Ann pattern—only 60¢ and 6 coupon values. Send to Pillsbury, Box 150, Minneapolis, Minn. Write for free premium booklet on Pillsbury Premium Plan. Savings up to 50% on complete silverware service and other valuable articles. Extra-Value coupons with all Pillsbury packages.

You and Ann Pillsbury  
can make a great team

Ann Pillsbury has developed these new cake mixes in her kitchen to save you time in your kitchen, and give you perfect results every time.

# 2 NEW Pillsbury CAKE MIXES

*in the 2 Flavors America Likes Best...WHITE AND CHOCOLATE FUDGE*

# longer lasting...it's genuine lacquer

Like the fabulous lacquers of old, new Chen Yu is *made* to last longer. Faster drying, harder setting, extra brilliant...it's *genuine* lacquer. Extra safe, too. 12 beautiful new fashion-cued colors...lighter, brighter, fashion smarter, in Chen Yu's exclusive new finger-rest container for quicker, easier, cleaner application.

CHEN YU, INC., A DIVISION OF RICHARD HUDDNUT

PHOTO BY RON JONES



Chen Yu Nail Lacquer, 60¢  
Chen Yu matching Lipstick  
with the stay-fresh look, \$1.00\*



SHE'S WEARING CHEN YU'S BRILLIANT NEW "CORAL FAN" ON TIPS AND FINGER TIPS

ANTIQUE CARVED IVORY CHESS SET FROM THE COLLECTION OF GUSTAVUS A. PEIFFER

# Oh broth-er!



remember that  
very friendly  
French girl?

"*M'aimez vous?*" she asked with that inviting smile. And you replied, "Come to papa," or something equally poetic—and to the point. Didn't you form some beautiful friendships in this man's Army?

One of the most hilarious sequences in "Battleground" (that glorious, G-eye view of the war) involves Denise (see above) and some fortunate doughboys.

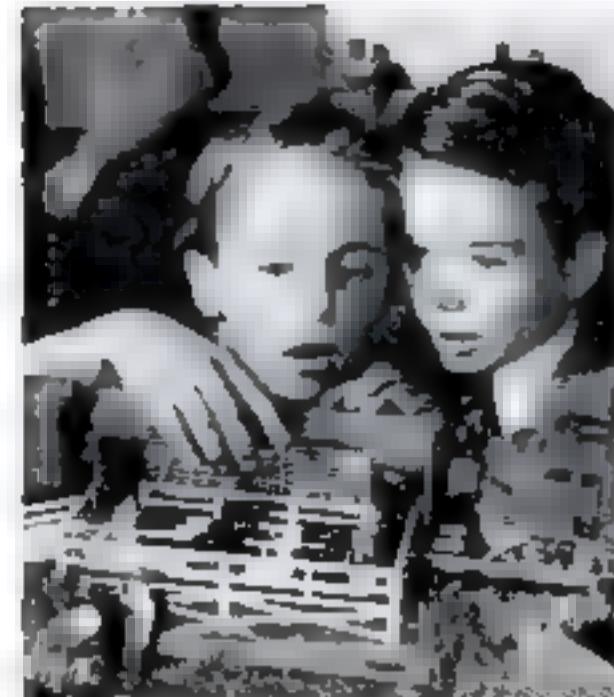
It's one reason you're bound to love this terrific movie—for, this is the war as *you* knew it. Here are the guys you lived with; the ones you liked, and those you hated. Here is entertainment with the explosive power of a blockbuster and the headiness of Coneyack. Here is movie-making at its best.

Believe us, you never had it so good.

M-G-M'S FINEST PICTURE!

## BATTLEGROUND

Starring  
VAN JOHNSON • JOHN HODIAK  
RICARDO MONTALBAN • GEORGE MURPHY  
with  
MARSHALL THOMPSON • JEROME COURTLAND • DON TAYLOR  
BRUCE COWLING • JAMES WHITMORE • DOUGLAS FOWLEY  
LEON AMES • GUY ANDERSON • THOMAS E. BREEN  
DENISE DARCEL • RICHARD JAECKEL • JIM ARNESS  
SCOTTY BECKETT • BRETT KING  
Story and Screenplay by ROBERT PIROSR, Associate Producer  
Directed by WILLIAM A. WELLMAN  
Produced by DORE SCHARY  
A METRO-GOLDWYN-MAYER PICTURE



TRAIN UNLOADS and loads cattle which walk on loading platform.

### LIFE'S REPORTS CONTINUED

lacking for realism is a dining car that will produce edible mushroom omelets, and you can bet that the two big rival firms of Lionel and Gilbert are racing to see who will have it first.

Indeed the toy industry—and there is probably a moral here for the moppets, if they will stop playing long enough to listen—is one of the most highly competitive in America. There are more than 2,000 companies making toys; they range in size from a man, wife and son working in the family tool shed to the multi-million-dollar giants like Lionel. All 2,000 companies are owned by ragged individualists who jealously guard their trade secrets, flog their brains for new toy ideas and new ways of manufacturing and will fight to the death for their share of the Christmas dollar. Their competitive instincts make the business one of the most hazardous and fascinating in the world—a very small firm can jump into the bigtime with a single good idea or go bankrupt with a single bad one—and they also make the business one of the finest imaginable from the consumer or child standpoint. Every executive is working full time to think up new and better toys—or ways of making them cheaper. There was a time when a good China doll was a luxury. Now almost any family can afford to give its children mass-produced dolls which are as superior to the old products as penicillin to the mustard plaster.

Because of the very fact that most American toys are mass-produced and foreign ones are not, the toy business is one of the few in which one can expect increasing international competition. The toy is essentially life in miniature; the better the replica, the better the toy. The finest animals still come from Germany, and from Germany and England come lead soldiers hand-painted to the last brass button and curl on the grenadier's mustache. They cost more but the machine-dipped U.S. soldier cannot equal

Just in time  
for Christmas!



1950 model



## DAYLIGHT TELEVISION

With AUTOMATIC SOUND

Here's the newest and lowest-priced G-E Daylight Television—just in time for Christmas! Now you can enjoy daylight clear, daylight sharp pictures plus Automatic Sound. The best picture automatically brings you best sound, even in fringe areas. There's no drift effect, and you can tune out many local interferences. You can view G-E Daylight Television in a fully lighted room, as eye specialists recommend for greater eye comfort. 10" tube. New wide-angle screen. Built-in antenna. Genuine mahogany veneered cabinet, Model 10T4, above, \$239.95\*. In blond korina, Model 10T5 (right), \$249.95\*.

General Electric Co., Syracuse, N. Y.

See and hear the General Electric Fred Waring show on TV, on CBS-TV network,  
Sunday, 9 p.m. EST.



Model 10T5

\*Plus tax, installation. Prices slightly higher West and South—subject to change without notice.

You can put your confidence in...

GENERAL ELECTRIC

## LIFE'S REPORTS CONTINUED



"Can you stretch it to feed three tonight instead of two? Bill looked so blue at the office that I figured some of your cooking would cheer him up. I'm sorry I didn't phone—but it was strictly a last minute inspiration."

"Explanation accepted. There's plenty for three. Now tell me what's bothering Bill."

"Money worries, Sweetheart. He's been wondering how he can give his bride-to-be the security he wants her to have. He can't see how they'll ever save anything for the future either."

"But Bill earns almost as much as you do, and we manage nicely. We've got our future all set up."

"That's another reason I asked him here—to show him that it can be

done—through life insurance. After dinner I'm going to explain that both he and his bride can have the security he's worrying about. I'll tell him about the Insured Income program The Mutual Life set up for us."

Insured Income works two ways... a regular monthly check for her in case anything happens to him—or a comfortable retirement income for both of them some day.

Young married couples prefer Mutual Life's Insured Income method of financial planning—because it builds on assets already owned, such as Social Security benefits and existing life insurance.

*The Mutual Life Field Underwriter near you will be glad to explain how your family and you can enjoy the benefits of Insured Income.*



### THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

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NEW YORK 5, N. Y.

**Your Social Security—WORTH \$5,000 OR \$15,000?**

SEND FOR FREE BOOKLET—Learn the facts of Social Security... how it teams with your life insurance. If you live in the U. S., mail the coupon below. You'll also receive a handy filing envelope to keep official records you, or your wife, may need later to collect benefits without costly delay.

Yes, I would like your **FREE** Social Security Booklet—L-61.

NAME  SISTER  DATE

HOME ADDRESS

CITY  COUNTY

STATE  OCCUPATION



**OFFICES THROUGHOUT THE UNITED STATES AND IN CANADA**

them. Behind the Iron Curtain the Czechs still continue to turn out the best hand-shaped Christmas tree ornaments. The world's largest independent toy store, F.A.O. Schwarz in New York, reports a good business this year in English trains, one of which operates two trains on a single track.

But in most ways the U.S. toys reflect the modern gadget age in America. In stores this year you can buy a little automatic dish washer that will wash toy dishes, a washing machine that will wash a doll dress and a reproduction of a kitchen mixer which will actually stir up a good milk shake and probably overcome any reluctance your child may have to drink milk. For that matter you can buy a cow that can be milked, a lady pig that suckles her young and a rabbit that appears to eat a carrot. The latest toy autos are electrified and can be started, stopped, backed up and steered by remote control. You name it; the stores have it.

The toy business, being what it is, contains some strange phenomena. There is one company which has prospered for years because it owns the basic patents on movable eyes and the apparatus which makes dolls say "Mama"; these two things, eyes and voices, are its only products. There is another smaller company, run by a woman in New Jersey, which makes nothing but doll cutlery—tiny spoons and forks. There was one man who invented a machine to make better and cheaper doll shoes; he guarded his secret so closely all his life that no stranger was ever permitted to visit his factory.

One of the nicest success stories in the business—both financially and from the child's viewpoint—concerns a few people who never had any previous connection with toys. In 1941 the wife of a government clerk living on Long Island gave birth to twins. One of the twins was undersized and sickly; the doctor said, "You're going to have to find some way of getting this baby interested in moving around and getting some exercise." The government clerk, whose name was Vernon Eisel, came up with a contraption made of galvanized chain, bird-cage springs, sleigh bells and curtain rings. When he stretched this across the crib his little girl reached up to play with it. Soon she was pulling at the rings, sounding the bells and getting her exercise by stretching the springs. Eisel and his friends decided that he had become an inventor. A man named Harry Miller turned the crude household original into a good-looking composition of plastic, wood and special spring and named it the Cradle Gym.

## PEOPLE WHO MUST HEAR INSIST ON "EVEREADY" BATTERIES!

*Sales Promotion Mgr  
Geoffrey G. Smith*



"LISTENING MAKES SALES, TOO!" says Mr. Smith, Sales Promotion Director for a large company. "Sometimes listening pays off better than talking. When every word is important, I don't want to be switching batteries. That's why I use longer-lasting 'Eveready' batteries in my hearing aid."

**USE YOUR AID 8 TO 16 HOURS A DAY?** If you do, be sure to try the new "Eveready" "A" battery No. 1005E (for single unit hearing aids). It will last you three times as long as other "A" batteries of equal size!

This battery uses a radically new, electrochemical principle to maintain long life and virtually constant voltage.

**EVEREADY**  
TRADE-MARK  
HEARING-AID BATTERIES

See your  
hearing-aid  
dealer!

The trade-mark "Eveready" distinguishes products of  
**NATIONAL CARBON COMPANY, INC.**  
20 East 42nd Street, New York 27, N. Y.  
Unit of Union Carbide **UCC** and Carbon Corporation

## Fast HELP for HEADACHE



**BROMO-SELTZER**  
FIGHTS HEADACHE  
THREE WAYS

For fast help from ordinary headache always take Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.





MADAME SCHIAPARELLI, famous French designer: "You must be slenderer to wear the new fashions, and you can be—with PLAYTEX!"



MARGARET PHELAN, one of year's Best Dressed Women: "I like the way PLAYTEX takes just ten seconds to wash, pats dry with a towel."



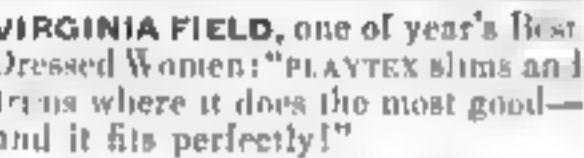
LILLY DACHE, famous designer: "PLAYTEX is the girdle of the year! No other slims so magically—fits so invisibly under clothes."



LISA KIRK, singing star of *Kiss Me, Kate*: "PLAYTEX is the most comfortable girdle in the world, it hasn't a single seam, stitch or bone!"



PHILIP MANGONE, holder of Golden Thimble award: "I like to see my clothes on women with slender silhouettes—the kind PLAYTEX gives."



VIRGINIA FIELD, one of year's Best Dressed Women: "PLAYTEX slims and firms where it does the most good—and it fits perfectly!"



COMTESSE DE POLIGNAC, head of House of Lanvin: "We used to adapt silks to fit the figure. Today, PLAYTEX adapts figures to fit the styles."



PIERRE BALMAIN, leading French designer: "My 1950 silhouette is the slenderest—and the best way to a slender figure is with PLAYTEX!"



SONJA HENIE, skating star of Hollywood Ice Revue: "PLAYTEX is my idea of the perfect girdle. It slims and trims in comfort."



INVISIBLE UNDER THE SLEEKEST DRESS, PLAYTEX GIVES YOU A SLENDER LINE FROM WAIST TO HIPS TO THIGHS.

## START THE NEW YEAR WITH A NEW FIGURE— THE SLIM, TRIM PLAYTEX® FIGURE

Most frequent resolve of American women is to become slimmer right away. Today—the sensational PLAYTEX girdle is successfully turning resolutions into realities.

Made of tree-grown latex, PLAYTEX combines amazing figure-

slimming power with complete comfort. PLAYTEX trims your figure naturally—without a single seam, stitch or bone—and it fits invisibly under the sleekest clothes.

Greet the New Year with a slender new PLAYTEX figure!



OMAR KIAM, favorite designer of movie stars: "Wearing a PLAYTEX is the first step for a woman to look right in the new fashions."



SARAH PALFREY COOKE, holder of 40 tennis titles: "Inches melt away with PLAYTEX. I've never seen a girdle do so much!"



ROBERT PIQUET, Parisian couturier: "My creations require a figure that can be revealed—a figure with the lines that PLAYTEX gives."



In slim, slinky lines, PLAYTEX LIVING GIRDLES and PANTY GIRDLES with garters. Bloomer Pink, Gardenia White, Heavenly Blue. Extra small, small, medium and large . . . . . \$3.95  
PLAYTEX PANTY GIRDLE . . . . . \$3.50  
Extra Large PLAYTEX GARTER GIRDLE . . . . . \$4.95  
Sensational MILK-ICE™ for winter comfort . . . . . \$4.95

At all modern corset and notion departments  
and better specialty shops everywhere.  
INTERNATIONAL LATEX CORPORATION  
Playtex Park  
Dover Del. 6194P

# I Wear False Teeth

yet my mouth feels  
fresh, clean and cool

No "DENTURE BREATH" for me\*



WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drugstores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.

## POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER



Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back

### POLI-GRIP

© 1947 and 1948 by POLIDENT



**DOLL MAN** Bernard Baum's firm introduced the famous Dv-Dee doll.

### LIFE'S REPORTS CONTINUED

Today Miller's company brags that one out of nine babies born since 1942 has played with a Cradle Gym, which has now become a standard toy for the infant.

The Cradle Gym was complemented around 1945 by the Cradle Spin. In East Orange, N.J. lived an FBI agent named Harvey Rath, who had bought a Cradle Gym for his baby boy. One day his wife remarked to him, "Well, we've got a toy to exercise his arms. If you're so smart, why don't you invent something to exercise his legs?" Rath produced an odd device which could be fastened across the bottom end of the crib and when twirled emitted the pleasant tinkling of bells. The baby soon learned to spin it around with his feet, and a new toy was born.

In 1946 a Negro schoolteacher named Robert Blackburn produced a toy now known as the Cradle Bounce, a kind of miniature punching bag to keep the small baby enthralled as soon as he can stand up and swat with his arms. Blackburn has tried to invent some other new toys but none of them has been successful; there seem to have been a great many toy inventors who never had more than one good idea.

The most famous example of the one good idea is Monopoly, perhaps the biggest selling game, outside of checkers and playing cards, that the business has ever known. Its manufacturers, the big game-producing house of Parker Bros. in Massachusetts, would not think of telling their best friends how many sets they have sold; but in the toy world Monopoly is generally conceded to be the equivalent of the book-publishing business's *Gone With The Wind*, which sold more than six million copies. Monopoly was developed by a Philadelphian

THE ANSWER TO  
MONEY RIDDLES...  
**NATIONAL CITY BANK  
TRAVELERS CHECKS!**



You can spend them like cash  
everywhere...from Cairo, Egypt  
to Cairo, Illinois. Unlike cash,  
they are promptly refunded if lost  
or stolen. Buy them at your bank.

### NCB TRAVELERS CHECKS



BACKED BY THE NATIONAL CITY BANK OF NEW YORK  
*Post on Honored Note Banking*

## NEW INSOLE

### Miracle Of Foot Easel

LIKE  
WALKING  
ON PILLOWS!



Makes Any  
Men's and  
Women's Shoes

### AIR-CUSHIONED

1. Relieves Painful Callouses, Tenderness, Burning Feeling
2. Gives Feet Soft Bed to Rest Upon—Eases Pressure on Nerves of Feet
3. Cushions Sore Heels. Keeps Feet Cool in Summer, Warm in Winter



The moment you step  
Dr. Scholl's AIR PILLO INSOLES into your shoes  
you experience harm's way  
feet. The sensation is like  
a greater degree of Made  
of soft, yet elastic, LATEX  
FOAM. It molds to the  
shape of your feet and  
insoles cushion your feet  
from toe to heel.



Washable, Sanitary  
**ONLY 60¢ A PAIR!**  
In Sizes and Colors for All Styles of Shoes  
Dr. Scholl's AIR PILLO INSOLES are made  
for men in White and for women in White  
Red, Black, Brown, Gray, Green  
size with open toe and heel dress, sport and  
casual shoes. Give your feet this cushioning  
treat! At Drug, Dept., Shoe and 5-10c Stores.

### Dr. Scholl's AIR-PILLO INSOLES

CONTINUED ON PAGE 27

# S.C. loves A·S·R



A·S·R Platinum-group Rhodium finish Pocket Lighter. No Fed. Tax . . . \$7.50

A·S·R Midget—Rich Rhodium finish. No Fed. Tax . . . \$7.50

A·S·R Midget—in Ostrich, Alligator, or Pin Seal. No Fed. Tax . . . \$9.00

A·S·R Alligator, Blond Ostrich, Pin Seal or Red Cobra. No Fed. Tax . . . \$9.00

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A·S·R Lustrous Mother-of-Pearl. No Fed. Tax . . . \$12.50

A·S·R Sterling Silver in choice of 4 patterns \$20 and \$22.50

A·S·R 14K Gold, styled by Cartier, Fifth Ave. . . \$200.00

A·S·R Platinum, beautifully studded with diamonds and emeralds. Styled by Cartier . . . \$3500.00

"A·S·R is a sparkling gift idea," says Santa Claus. "A style for every person, purpose and pocketbook! And every A·S·R Lighter is automatic—lights like a light switch and stays lit without holding! Fuel capacity is great, refilling's a cinch! That's why I love *all* A·S·R Lighters!"

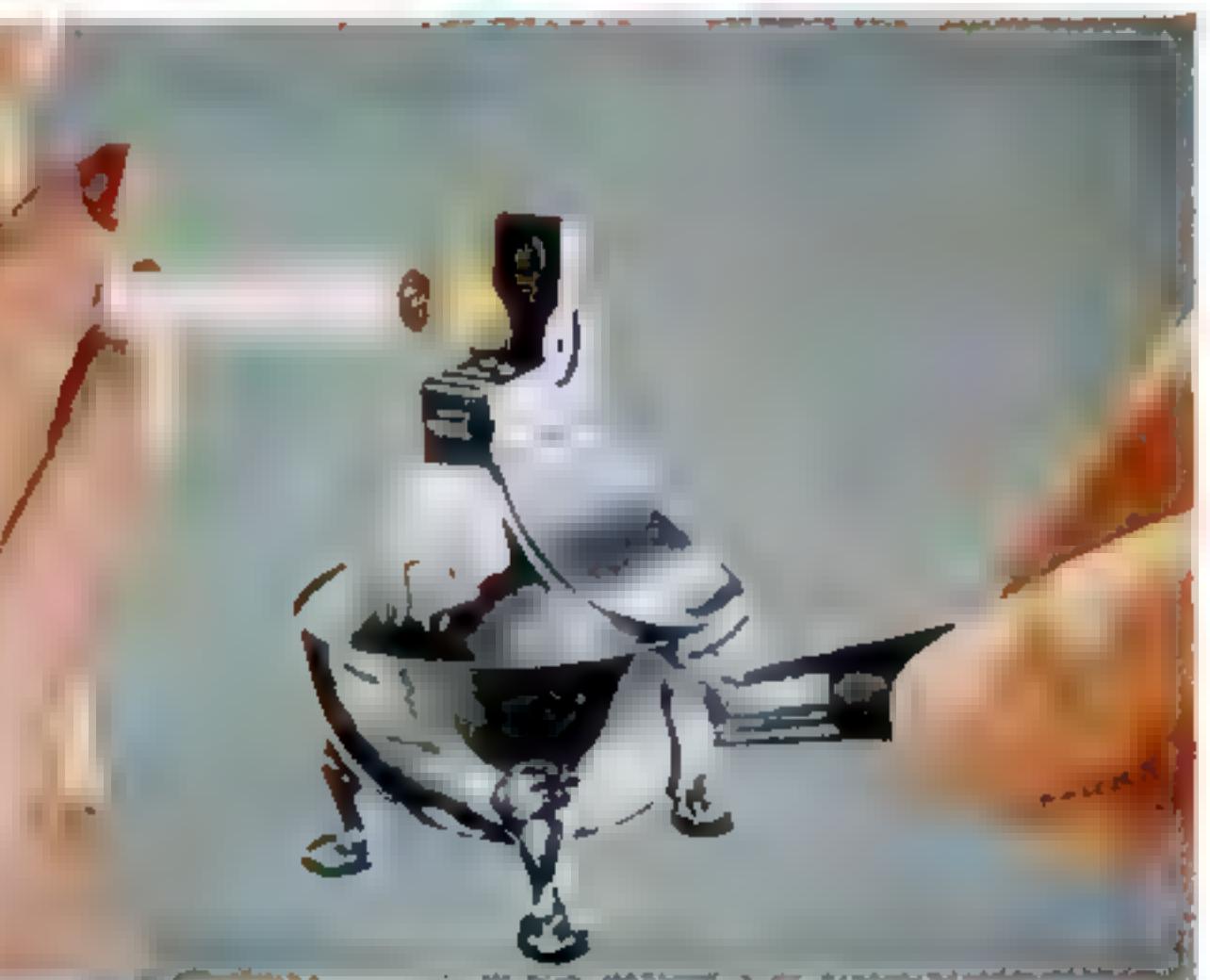


**A·S·R** Pocket Lighter in rich Chrome Finish. Won't tarnish . . . \$5.95 No Fed. Tax



**A·S·R** 'CLASSIC' TABLE LIGHTER . . . \$12.50 No Fed. Tax

**A·S·R** 'Classic' Table Lighter in luxurious Rhodium finish. Won't tarnish, can be machine-engraved. Great fuel capacity and all other distinctive A·S·R features.



**A·S·R** 'Heritage' TABLE LIGHTER . . . \$12.50 No Fed. Tax

**A·S·R** 'Heritage' Table Lighter. New! Serve a light with the lighter of hospitality, the gift lighter for gracious entertaining. In Platinum-group Rhodium finish. Won't tarnish, can be engraved with your initials or coat of arms. Really unique—the table lighter that's different!

With matching cigarette server and tray . . . \$25.00 No Fed. Tax

**A·S·R** lighter

# Only the *Sunbeam* toasts with RADIANT CONTROL

## *Automatic Beyond Belief!*

**All you do is drop in the bread**

**Bread lowers itself automatically, no levers to push**

**Toast raises itself silently, without popping or banging**

Automatically adjusts  
itself for every kind  
of bread—moist or dry,  
thick slices or thin.



Only Sunbeam has patented  
**RADIANT CONTROL**

The heat radiated from  
the *actual surface of the  
bread* is focused on a sen-  
sitive strip of bimetal.  
When the bread reaches  
the scientifically correct  
temperature for perfect  
toasting, sufficient heat is  
absorbed by the thermo-  
stat to shut off the toaster.  
The toasting is always  
the same no matter what  
kind of bread you use, re-  
gardless of line voltage,  
once you set it for the  
brownness you want.



This is the entirely *new* toaster that has completely changed people's conception of what an automatic toaster should do! Only after you've seen it make toast can you appreciate the sheer magic of its carefree operation. No levers to push—no popping or banging. Just drop in the bread and let the Sunbeam take over. The bread lowers itself, turning on the current. When perfectly toasted, the toast comes up silently, and current turns off. It's *that* sensational.

The new Sunbeam even regulates the toasting *automatically*, depending on the *kind* of bread. If the slices are moist it toasts them a little longer than if they are dry. If they are thin, it toasts them quicker than thicker slices. Moist or dry, thick or thin—you always get the same uniform golden color you want—*automatically*. There is no other automatic toaster like the Sunbeam because only the Sunbeam toasts with patented RADIANT CONTROL. Ask your Sunbeam dealer to demonstrate it for you.

© SUNBEAM CORPORATION, Dept. 53, Chicago 50, Illinois • Toronto 9, Canada

Famous for *Sunbeam* MIXMASTER, IRONMASTER, COFFEEMASTER, WAFFLE BAKER, SHAVEMASTER, etc.

LIFE'S REPORTS CONTINUED

named Charles Darrow, who had lost his job. Darrow has made so much money from Monopoly that he has never had to look for a job again and has bought a farm, retired and made a hobby of collecting Maya art.

After the success of Monopoly the firm of Parker Bros. could have rested on its oars and still remained one of the biggest in the whole toy business, but the company has kept working as hard as if it were just struggling for a foothold. This is largely due to George Parker, a dignified gentleman of 83 with a snow-white goatee, who is still active as chairman of the board. He founded the firm more than 65 years ago while he was still in high school. Parker has invented or helped invent so many games that he has lost track, but he still enjoys playing them and is constantly devising additional ones.

For a long time the firm of Parker Bros. bemoaned the fact that all its games—except those which merely require bowling a ball into the proper slot or hitting a cardboard crow with a gun that shoots rubber bands—could only appeal to children sufficiently old to read or do some arithmetic. One type of old standby like the classic Parcheesi (owned by the rival firm of Selchow & Righter) requires the ability to add up the points on dice and move pieces accordingly. Another type involves reading cards and following the instructions, like "Move ahead to the rabbit hutch" or "Uncle Wiggly has just broken a leg. Take him back to the starting place." This meant that the games were mostly for parents, plus the brighter children aged 9 and up, and left a vast unentertained group (and untapped market) at the younger levels. A few years ago Parker Bros. filled the gap with a game called Winnie the Pooh, which can be played by any child old enough to distinguish colors; all he has to do is put his hand in a grab bag, extract a disk and move his player along a board to the next square of the same color as the disk.

The ultra lifelike doll business was given birth by a spinster named Marie Wittman, a New York music teacher who has made up to \$50,000 a year from her invention and spends most of her time living abroad in considerable luxury. Miss Wittman developed an idea conceived by her father—for a doll which sucked liquids into its body and then let nature and gravity take their course. There was considerable resistance to the idea at the start; most people in the toy business felt that a doll which wet its diapers was so realistic as to be an abomination. Finally Miss Witt-



Dear Friend:

Because I know how every woman loves compliments—I want to tell you the secret of the spiciest, fruitiest, compliment-winningest mince pie that ever came out of your oven.



It's Borden's None Such Mince Meat—the real old-fashioned kind.

Made according to an Old New England recipe—it's a delicious blend of 21 choice ingredients.

You can get it in the 9-oz. condensed package or the ready-to-use 28-oz. jar.

Try it—it's wonderful!

Sincerely,

Elsie  
The Borden Cow

If it's Borden's it's got to be good

© The Borden Co.



Mother And Daughter Enjoy  
A Shopping Tawosome  
WITH THE

Welsh  
STROLLETT

Now Made In Miniature, Exactly  
Like The Famous Welsh Strollette  
For Little Mothers!

ASK TO SEE IT AND THE COM-  
PLET 1949 LINE OF BEAUTIFUL  
DOLL AND BABY CARRIAGES.

AT ALL LEADING STORES

Mother! SEND DATE OF YOUR BABY'S BIRTH  
TO WELSH CO. FOR AN INTERESTING HOROSCOPE.

**WELSH COMPANY**

Largest Manufacturer of Folding Baby Carriages  
1535 S. Eighth St., St. Louis (4), Mo.

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Wonder-working lotion brings  
new beauty to your  
**WHOLE HAND!**

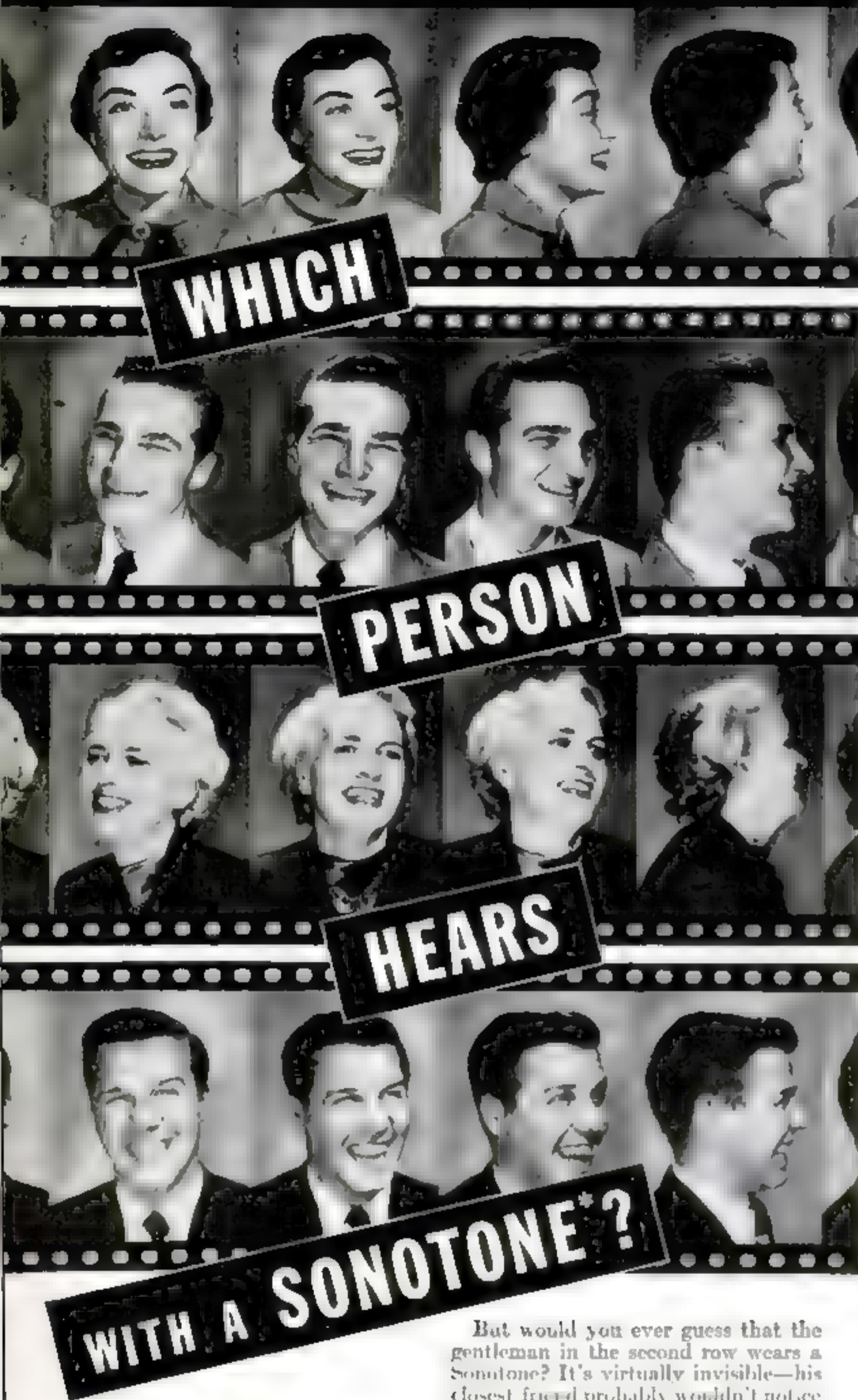


**WORKS WONDERS!** Lanolin-enriched for extra effectiveness. New Hinds Honey and Almond Fragrance Cream keeps your whole hand feeling soft in spite of ravages of work and water. Use it to smooth elbows, arms and legs...try it as a powder base. Use Hinds to help protect babies' and children's tender skin from chapping! 4 sizes, 10¢ to \$1.00.

**Hinds** Honey and Almond  
Fragrance Cream  
NOW IN NEW LARGER BEAUTY BOTTLE



PRODUCT OF LEHR & FINK



These are unretouched photographs—just as you would see these people from a few feet away!

Can you tell who's wearing a Sonotone?

Well, the lady in the third row is—but she's not the only one. With her particular type of hearing loss she could not have been helped at all until Sonotone developed an ingenious instrument for bone conduction—and it's a cinch for her to hide her Sonotone in her hairdo.

But would you ever guess that the gentleman in the second row wears a Sonotone? It's virtually invisible—his closest friend probably wouldn't notice he's wearing it. And six out of seven men can be fitted with this wonderful Sonotone development called the OUT-A-SIGHT.

The lady at the top is wearing Sonotone's OUT-A-SIGHT, too. So even with a single coiffure, you can hide your deafness with a Sonotone. (The young man in the last row is the *only* person above not wearing a Sonotone.)

You can learn why deafness is actually less conspicuous with a Sonotone than *without* one by clapping the coupon below for your free copy of "Nobody Knows I'm Deaf"—the story of how a career girl solved her hearing problem.

SONOTONE is a trademark of the world's greatest hearing aid manufacturer.

There are Sonotone dealers in the U.S. Look for the red "S" at your stationery store. © 1954 Sonotone Corp.

**FREE BOOKLET! PLAIN WRAPPER!**

Sonotone, P. O. Box 301  
Elmsford, N.Y.

Please send free booklet, "Nobody Knows I'm Deaf", to:

Name \_\_\_\_\_ Apt. \_\_\_\_\_  
Address \_\_\_\_\_ State \_\_\_\_\_  
City \_\_\_\_\_

## LIFE'S REPORTS CONTINUED

man interested a firm called the Effanbee Doll Co., which was in a mood to experiment. Today about \$30 million worth of the original Dy-Dee dolls have been sold and the idea has been imitated by practically every other manufacturer in the business.

The Ideal Novelty & Toy Co., one of the biggest mass producers of dolls, has one called Baby Coos that can express a fair range of emotions when squeezed by a properly understanding person; this one works by means of a clarinet reed and a hollow head designed like a sounding board. Ideal's new Toni doll, with a nylon wig that can be shampooed and waved, is a runaway item which has resulted in about three times as many orders as the factory can fill this year. The company also has a brand-new doll called Snoozie, made of a plastic which feels like the head of a newborn baby, soft fontanel and all, and two others modeled on the cowboy stars Hopalong Cassidy and Roy Rogers which may break down the traditional resistance of boys to the doll world. Ideal carefully refrains from calling its Hopalong Cassidy and Roy Rogers items by the proper term of dolls, which might insult the younger masculine mind, and instead refers to them as "pals." It is Ideal's hope that as many young boys may be induced to go to sleep with the companionship of Cassidy or Rogers as once went to sleep with the Teddy bear—but in this it faces the competition of Effanbee, which fully expects every male child to have his sleep comforted by Effanbee's new Howdy Doody doll, which is modeled on a child's television program.

Imagination, ambition and competition in the toy industry know no bounds. All of us able to read this article were born anywhere from 10 to 70 years too soon—and we are only lucky that we have nephews, nieces, children or grandchildren to play with.

He'll remember you  
each day he uses  
your Christmas gift  
of Kings Men



DIANA LYNN, lovely Hollywood star of Hal Wallis' Paramount release "My Friend Irma," recommends

**Kings  
In Me**  
*Toiletries  
from \$1*

N FIRED 23 KARAT GOLD AND CRYSTAL



**GAME MAGNATE** George Parker here plays Cam, a game he invented.

Even if other medicines have failed to relieve your  
**COLD MISERIES**  
YOU OWE IT TO YOURSELF TO TRY 666—IT'S DIFFERENT  
**666**  
LIQUID—TABLETS



# Mr. Cuneo met a Mermaid

Mr. Cuneo met his mermaid after a basketball game at the University of California. She was introduced as: "Ann Curtis, the campus mermaid and swim champ."

Gordon Cuneo asked the mermaid for a date right then and there.

After that date he wanted more. But Ann had to keep a 9:30 curfew. "I'm training for the Olympics," she told him.

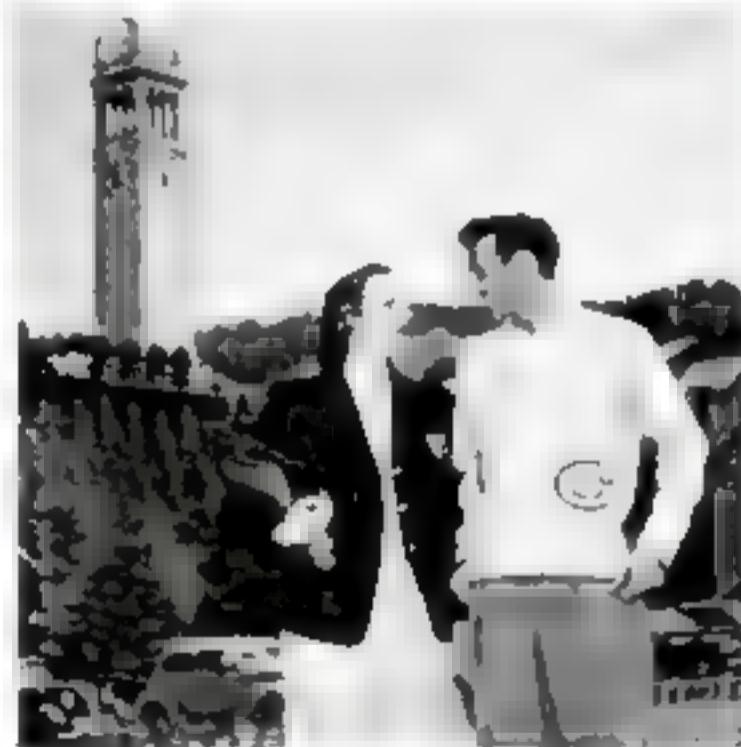
When Ann went to London for the Olympics, Gordon felt lost. And when she won three medals, Gordon figured Ann would never give him another thought.

But when Ann got home Gordon cornered her. "Ann, will you marry me?" he asked. "Uh—after you tell me the inside story of the Olympics?"

Ann said she'd marry him *before!* Because the only inside Olympic story she knew was that her complexion rated a proposal after hours of training in the water for many days. She gives Woodbury Facial Soap a special award for that.



Their first date was a swimming date! Ann holds her own *there!* Gordon said he'd rather hold Ann. No wonder! Her shoulders look so-o-o smooth, Woodbury-smooth.



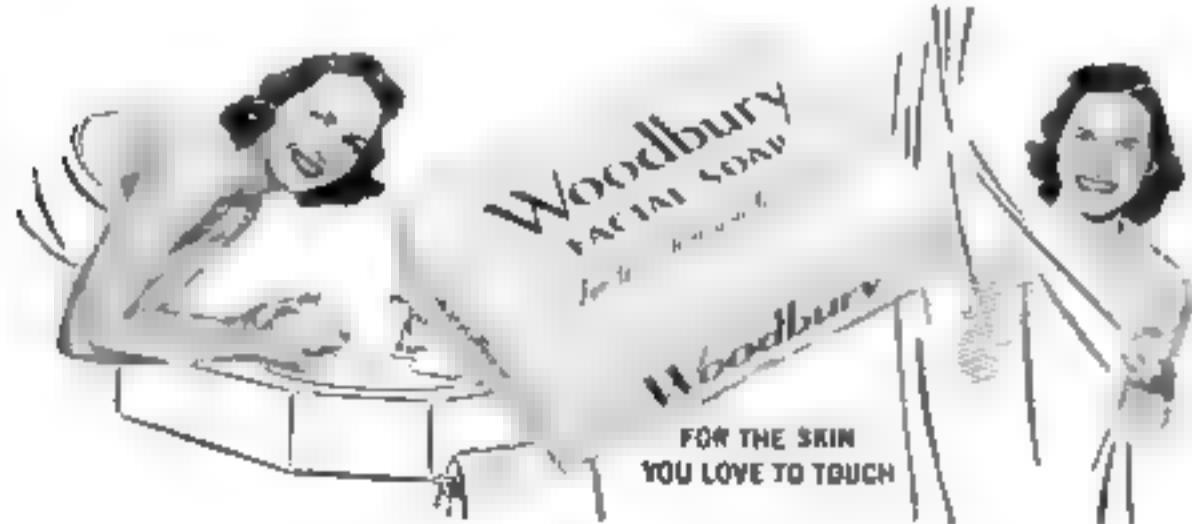
Sometimes their paths crossed on the campus. Gordon said, "You always look fresh—just as if you'd stepped out of the pool." Ann keeps looking fresh with Woodbury!



Ann had to take off for swimming meets and leave Gordon on the campus. But Gordon didn't forget! And Ann never forgets to carry along extra-mild Woodbury Facial Soap.



Ann changed her name to Mrs. Cuneo! And had a happy honeymoon in Hawaii. Everything in Ann's trunks was new, except her old standby—her beauty soap—Woodbury!



Ann never breaks training with her beauty routine: using Woodbury Facial Soap. It's smoothing—doesn't burn! Doctors tested Woodbury among women and not one showed a trace of skin-burn—that roughened condition of skin robbed of its softening oils.

Woodbury has a skin-smoothing ingredient used in rich face creams. It's made by skin specialists. And it's extra-mild. Now there's a bath-size and a face-size. Take a Woodbury beauty bath for a Woodbury complexion all over—for the skin you love to touch.

**No "Skin-Burn" with Woodbury's Beauty-Cream Ingredient!**

# Are you reducing tooth decay with Amm-i-dent\* ammoniated Tooth Paste?



**\*YOU SHOULD**, because . . . (1) Amm-i-dent is the only leading tooth paste which is ammoniated; (2) only the Amm-i-dent formula can show published proof that it actually reduced tooth decay; (3) more dentists recommend Amm-i-dent than any other dentifrice.

\*Trade Mark

Amm-i-dent is available in Tooth Paste or Tooth Powder form.

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DUE TO A  
NASTY COLD?



## QUICK RELIEF

is yours...from the awful miseries of  
headache, nasal stuffiness, feverishness,  
aching muscles and sluggishness...when  
you take famous Grove's Cold Tablets!

## BREATHE EASY

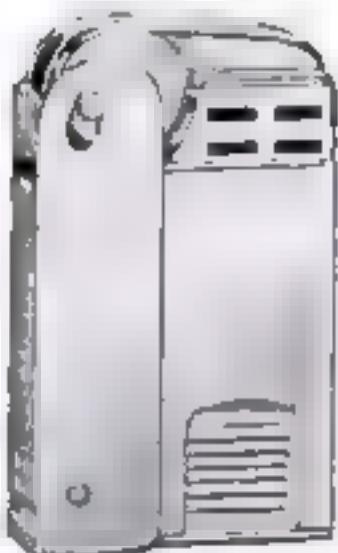
Only genuine Grove's Cold Tablets bring  
you wonder-working Hyoscyamus for  
relief of nasal stuffiness...in combina-  
tion with seven other active medicines  
(including a mild laxative) that work  
fast to ease other cold miseries, too!

Get GROVE'S  
COLD  
TABLETS  
at your  
Druggist's,  
Today!



That's nothing!  
My REGENS is completely  
automatic, too!

Single motion  
lights and closes  
"Slide-out" tank  
lights pipe, too  
Windproof "weather-  
er-guard" design  
Easy-filling  
removable tank  
Precision made  
of solid brass  
Guaranteed for  
one full year



## STILL THE BEST LIGHTER BUY

In nickel, chrome, enamel, \$1.50 to \$5.00  
etched or rhodium finish

**REGENS**  
FULLY AUTOMATIC

For best results with any lighter use  
Regens Yellow Flints, Regens Lighter Fluid  
AT BETTER JEWELRY, BUREAU, TOBACCO AND DEPT. STORES

Regens Lighter Corporation  
2 East 46th Street, New York 17

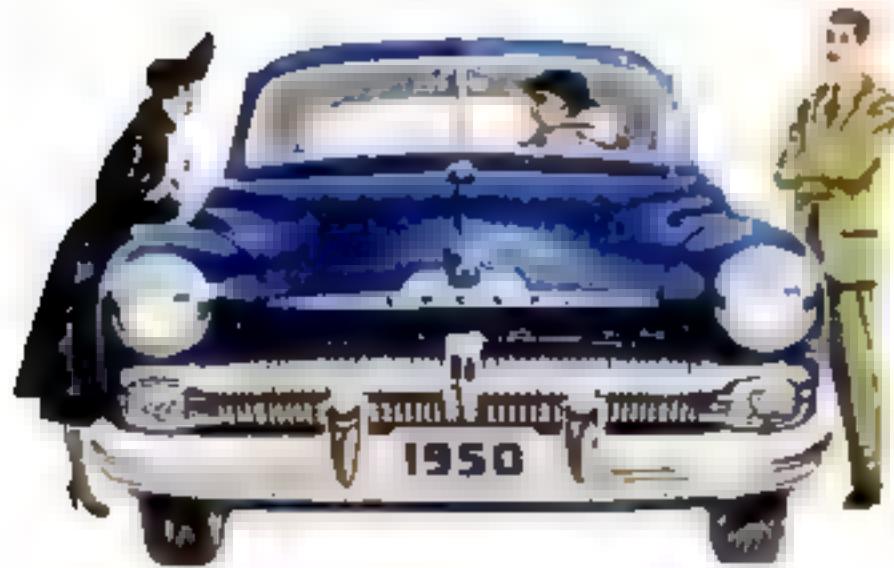


Modess ... *because*

"Better  
than  
ever!"



the new 1950 **MERCURY**



**BETTER IN STYLING!**

The new 1950 Mercury is sleek, massive, low to the road—with clean, flowing lines accented by gleaming chrome! A handsomely designed new "Safe-T-Vue" instrument panel and beautifully "customized" new upholsteries make the 1950 Mercury better than ever in interior styling and luxury too!



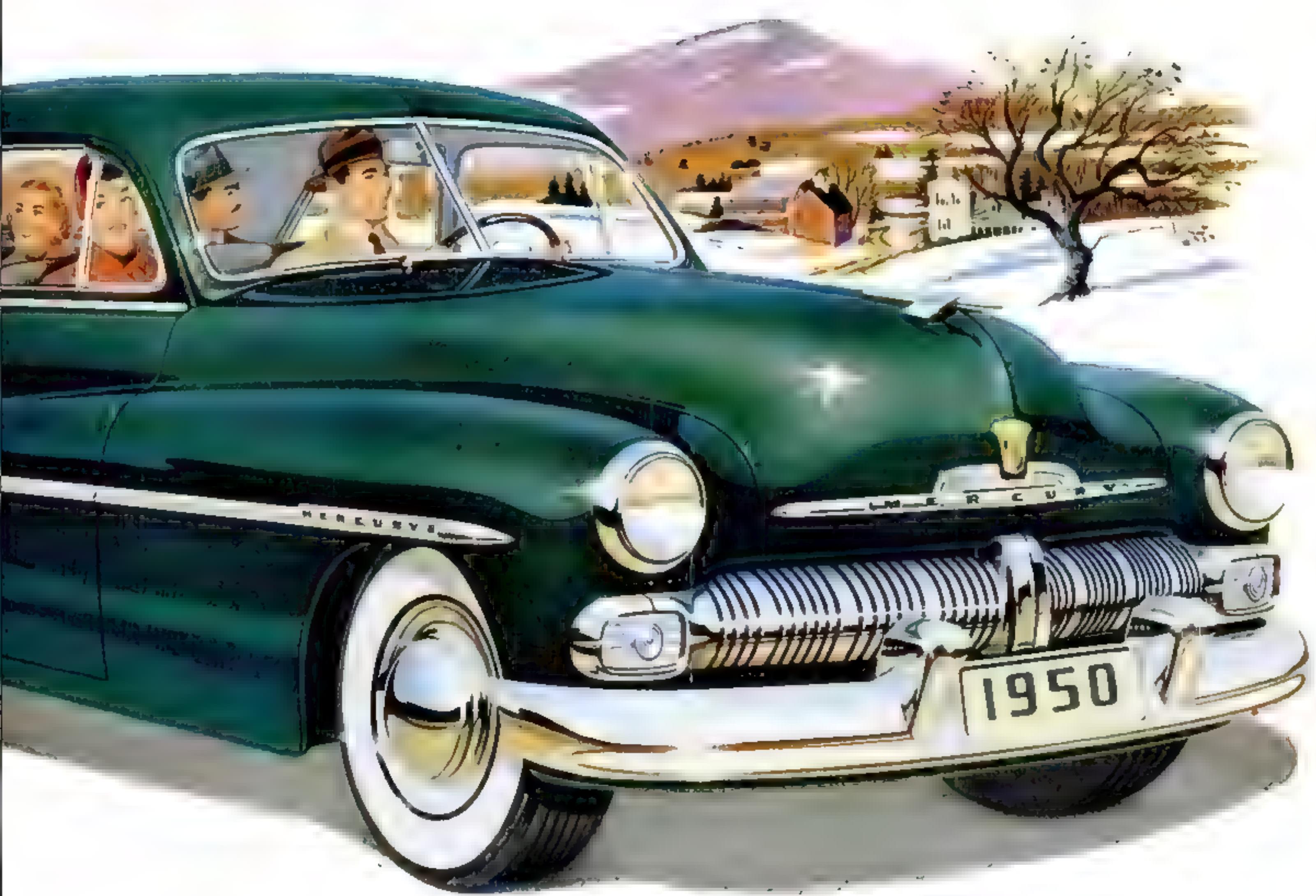
**BETTER IN ECONOMY!**

Last year, many Mercury owners reported 17-18-19—even more—miles per gallon!<sup>1</sup> This year, you can expect better-than-ever economy—with new improvements in Mercury's gas-saving "Econ-O-Miser" Carburetor! Mercury's thrifty Touch-O-Matic Overdrive, optional at extra cost, saves even more!



**BETTER IN COMFORT!**

Mercury now rides smoother than ever—thanks to improved "Cushion-Coil" front springing—new "Lounge-Rest" foam rubber seat cushions. Steers easier, too, with improved new "Stedi-Line" steering. Warmer in winter, cooler in summer, quieter all year 'round with new Fiberglas insulation!



---

NOW MORE THAN EVER YOU'LL WANT TO OWN THE NEW **MERCURY**

AGAIN, it's Mercury that brings you the "better than ever" new car buy!

Last year, Mercury was a great new car! The leader in styling! A sensation in performance! A surprise in economy!

Today, the big, new 1950 Mercury is *better than ever* in every way! With *smarter* design . . .

*smoother* performance...even *greater* economy!

Now more than ever, you'll find it's better to *buy* . . . better to *drive* . . . better in *value* in every way!

Check the facts below—then go see the big, handsome new 1950 Mercury at your Mercury dealer's today!



**BETTER IN PERFORMANCE!**

For day-in, day-out dependability, there's no car like the 1950 Mercury with its improved, new "Split-Second" starting plus "Hi-Power Compression"! You get pep and power to spare. And Mercury's smoother, livelier 8-cylinder, V-type engine is precision-built to go farther with *less* maintenance.

*It's "Better than ever"*  
to make your next car

**MERCURY!**

MERCURY DIVISION OF FORD MOTOR COMPANY



**BETTER IN VALUE!**

Every way you consider it, the new 1950 Mercury is better than ever to own! Better in *comfort*! Better in *performance*! Better in *economy*! And because Mercury popularity is growing so fast, its resale value is now better than ever, too. See your Mercury dealer for 1950's "better than ever" new car value today!

# Good Cheer! Good Cheese!

(Scads of hints for holiday hits with Borden's Fine Cheeses!)

## ELSIE'S PARTY PIPS

(all of them made with that wonderful Borden's Pippin Roll)

"Mark my words," says Elsie, "your fancy fixings will taste even better than they look when you make 'em with the one and only Pippin Roll. For that little golden roll holds 3 ounces of the finest *sharp* aged natural American Cheddar Cheese you ever tasted."

"Mighty good 'as is' on a cracker . . . perfect with pie . . . and for all big events on your holiday calendar, Pippin Roll also makes delicious little snacks and canapés. Bring Pippin Roll to room temperature for easy spreading."

- 1. Pip-Pinwheels:** Slice fresh bread lengthwise. Remove crusts. Spread with Borden's Pippin Roll. Place sweet pickle at one end and roll up like jelly roll. Chill and slice.
- 2. Pippin Pretties:** Spread crisp flaky crackers with Pippin Roll and garnish prettily in Christmas colors with green pepper or chopped parsley and rosy-red pimento.
- 3. Pippin-Stuffed Onions:** Force centers from sweet pickled onions and stuff with Borden's Pippin Roll. Chill and serve on toothpicks.
- 4. Pippin Ribbons:** Spread slice of whole wheat bread with Pippin Roll. Cover with slice of white bread. Spread this with deviled ham and top with slices of whole wheat. Trim crusts. Cut into finger-length strips.



## Borden's Fine Cheeses

Folks who know cheese say "BORDEN'S please!"



The choicest cheese for the family feast—  
**MILITARY BRAND CAMEMBERT**

When it comes to dessert, cheese belongs on the holiday menu along with the nut bowl and the fruit basket.

And when it's a cheese as choice and beguiling in flavor as Borden's Military Brand Camembert, folks have been known to pass up the "heavy desserts" in its favor.

This delicate, creamy-hearted cheese is a rare delight—spread crust and all, on a thin cracker or snowy crisp apple slice.

Serve it always at its best—when the center's soft and creamy yellow.



For the small-fry's party, serve stacks of Christmasy sandwiches—cut in fancy shapes with a cookie cutter or decorated with chopped parsley "trees" and wreaths, sliced olives, or pimento stars.

The fillings are easy—just take your choice of nine Borden's Cheese Spreads. Children love the



fruit-sweet Pineapple Cheese Spread . . . the mild, creamy Pimento and Olive-Pimento. Grownups love 'em all, so stock your larder well for holiday entertaining! (P.S. Save the lovely crystal-clear glasses! A modern design you'll be proud to put on your table!)

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### LIFE'S COVER

The smiling sportsman on LIFE's cover this week is usually photographed in the severe slate blue of the general of the Air Force. Off duty Hoyt Vandenberg is also the president of the Army and Navy Country Club, a mile from his Pentagon office, and in that capacity his uniform is a stentorian shirt like that on the cover. He has 10 of these and a collection of bright slacks. The general claims to own the loudest trousers in the top echelons of military brass, with his taste running to canary shades. For other news of men's sports clothes, see page 103.

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# Give the priceless gift of sleep!

## Koolfoam pillows



Christmas And a luscious Koolfoam Pillow! Its pure, foamy latex is different . . . smoother, softer, thicker, more resilient. Sanitary and 100% allergy-free. Both pillow and cover in three exquisite colors.

You'll give comfort . . . never, never, known before. Koolfoam, the exclusive product of latex research by Dayton Rubber, makes a radically different pillow . . . baby-smooth, downy-soft, wonderfully resilient. Nothing else can cradle the head so magically, cushioning every drowsy movement.

Koolfoam is formed by an exclusive patented process. It never mats, packs or needs fluffing up. Pure, soft rain water, used only in Koolfoam processing, helps produce the greater smoothness, softness and springiness, freedom from allergies.

Just compare the Koolfoam Pillow with any other. Ask for it by name

at your favorite store . . . Koolfoam! Do it now! Give this different gift this Christmas. The Dayton Rubber Company, Dayton, Ohio.



See Koolfoam's perfectly smooth surface! It's much thicker too, for greater comfort. Sanforized vat-dyed percale, zippered cover. Both pillow and matching cover come in soft white, pastel pink or ozone blue. Easily washed.

### A Marvelous Gift for Christmas

Koolfoam pillows are attractively packaged . . . just add your Christmas ribbon . . . and the recipient will thrill to this "gift of sleep" that will last for a lifetime of comfort.

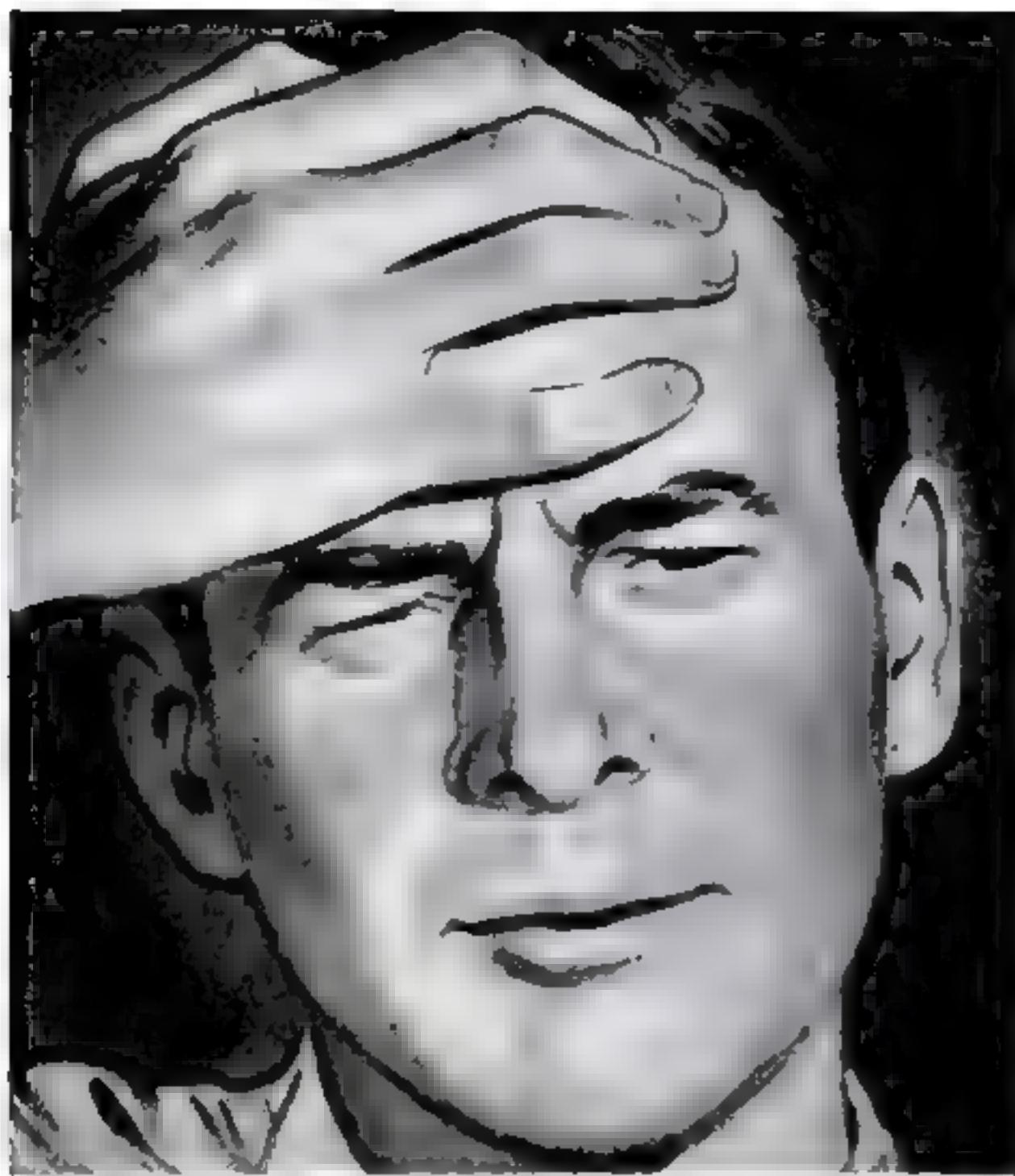
ONLY \$8.95

or \$9.95 with covering of beautiful Paired Satin

Enjoy the rest of your life!

**Koolfoam** **pillow**

made only by  
**Dayton Rubber**



# Bufferin

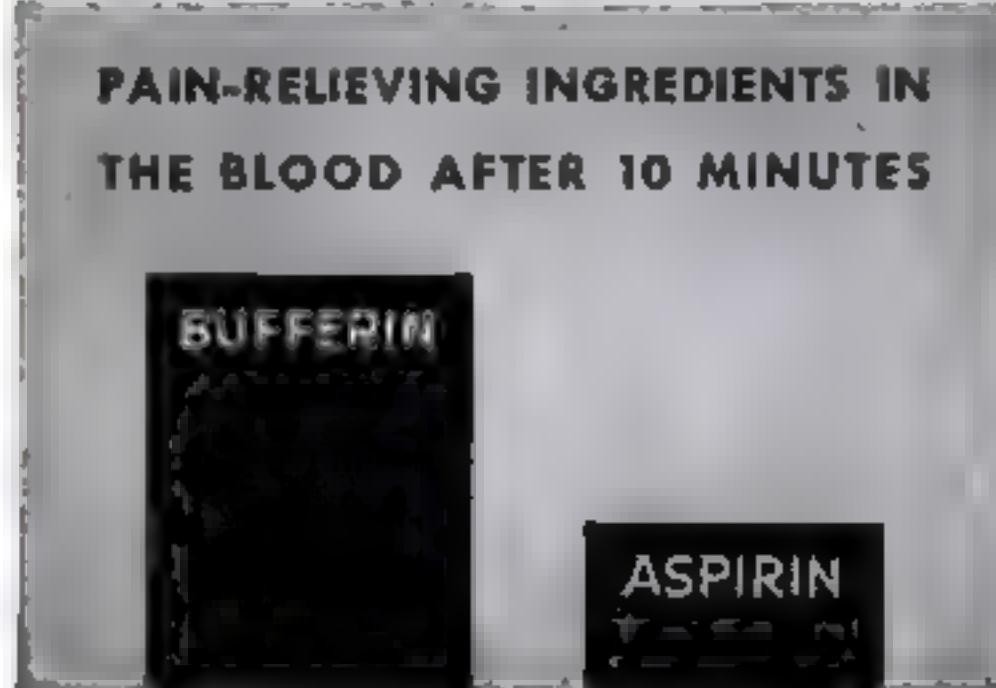
TRADE-MARK

*Acts twice as fast as aspirin!*

New product for fast pain relief doesn't disagree with you!



No tablet, powder or any other product that you take to relieve pain can *start relieving it* until it is absorbed into your bloodstream. For only then does it go to work to give you the relief you want.



Clinical studies prove that people who take Bufferin have *twice as much* pain-relieving ingredients in the blood stream after 10 minutes as those who take aspirin. Bufferin acts *twice as fast* to relieve pain!



Many people take an antacid when they take aspirin. With Bufferin this is *not* necessary because Bufferin is an antacid. Bufferin actually protects your stomach from aspirin irritation.



In a recent clinical test, 200 patients—20 of whom had suffered gastric disturbances after taking aspirin—were given identical doses of Bufferin. The astonishing results: Only one of the 200 had even mild distress!



Ask your doctor or dentist about the remarkable effectiveness of Bufferin. Get Bufferin from your druggist. In handy 12-tablet, pocket-size package—or economical 36- and 100-tablet packages for home use.



NOTE: BUFFERIN IS SCORED FOR EASY BREAKING WHEN HALF-DOSES ARE INDICATED

IF YOU SUFFER PAIN FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN



THE WEST TEXAS SUN SMILES ON A FIELD OF COTTON AND ON A GLEAMING OIL DERRICK, SYMBOL OF THE NEW CROP THAT IS MAKING SCURRY COUNTY RICH

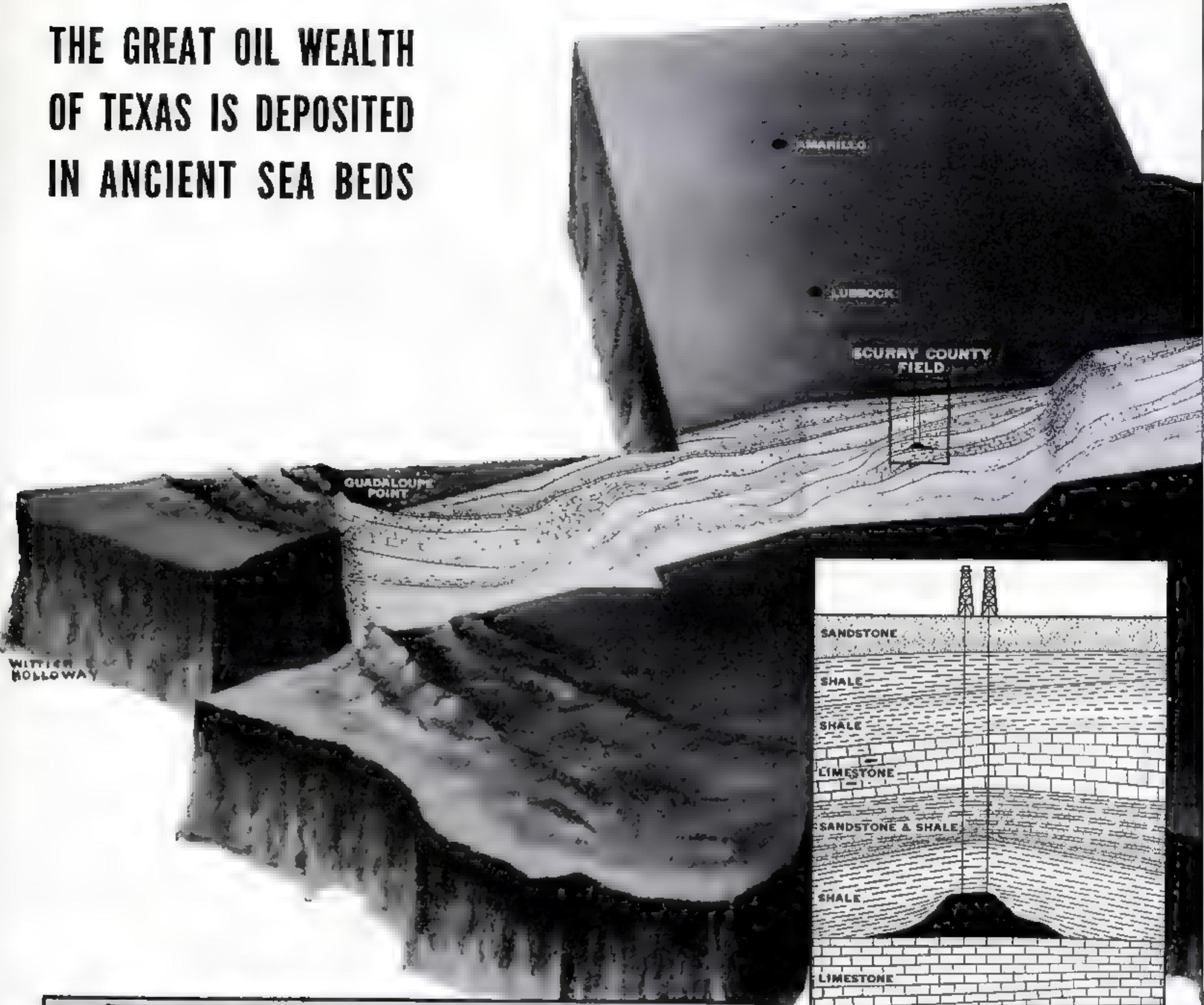
# WEST TEXAS TAPS A BIG NEW OIL POOL

While Spindletop (1901) and Ranger (1917) and other storied Texas oil fields brought in their gushers and overnight millionaires, the sleepy west Texas town of Snyder coasted along with its cattle and cotton. Scurry County, of which it is county seat, had been explored and wildcatted with indifferent success. Few of its farmers imagined that a pool of black gold might lie under their pastures and cotton fields; they expected to go on fighting drought and dust storms the rest of their lives.

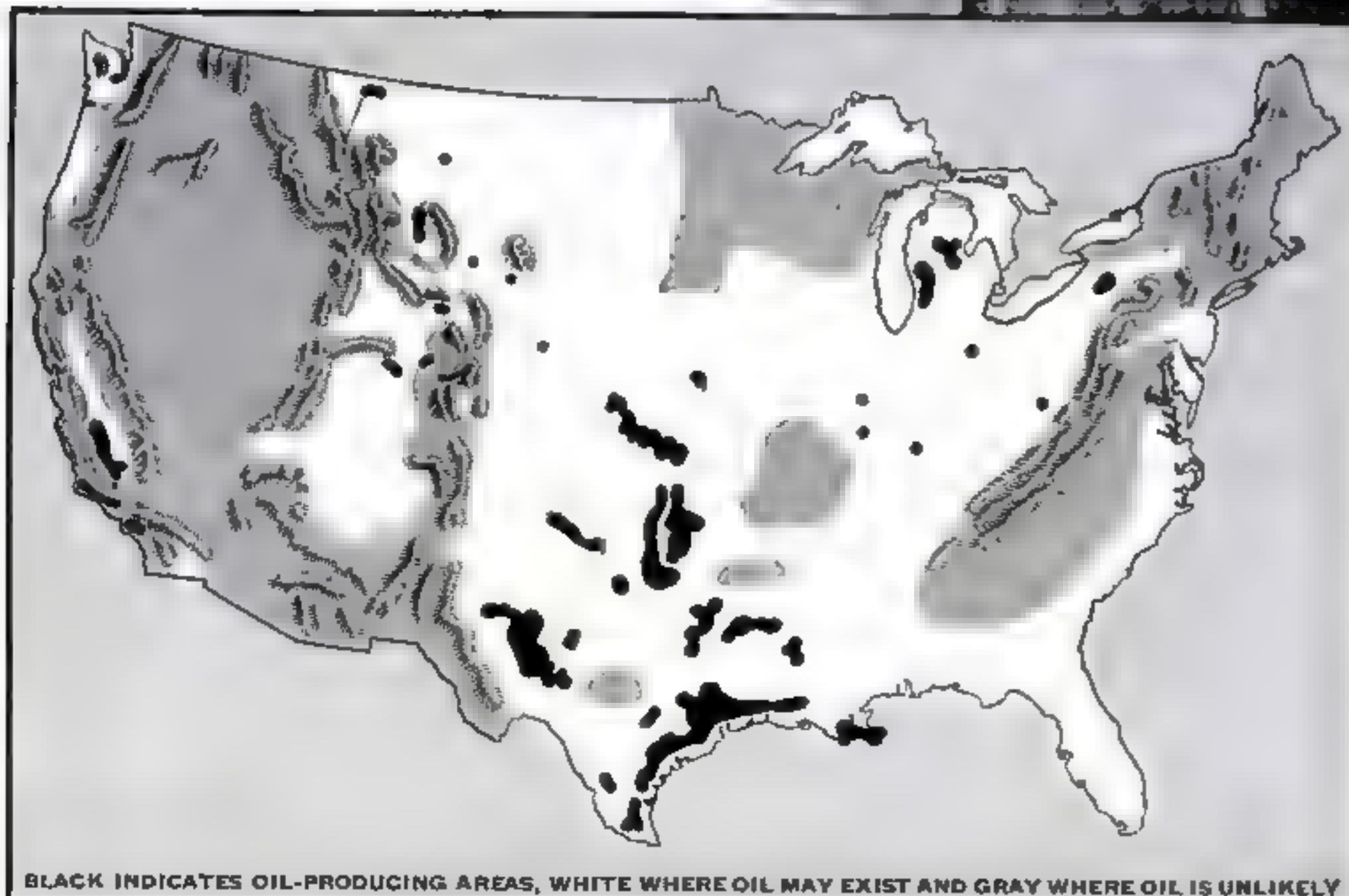
But today Snyder and all of Scurry County are shaking with the excitement of the state's biggest oil boom since the 1930 east Texas strike. Snyder has mushroomed from 4,500 to nearly 15,000 population in less than a year, expects to reach 30,000 next year. The county boasts 200 producing wells, 133 more are being hopefully pushed down by drillers, and new ones are coming in almost every day. The oil is pouring from the vast Canyon Reef limestone formation, and geologists who had once writ-

ten it off say there may be a whopping billion barrels of it down there (a 100-million-barrel field is regarded as a major strike). If so it is a welcome addition to the nation's 23-billion barrel estimated crude oil reserves. On these pages LIFE reports on the big west Texas strike, which has choked Snyder with the industry's drillers, riggers, roustabouts, scouts and promoters and has dazed a good many local residents who today find themselves on the exhilarating road to undreamed-of wealth.

# THE GREAT OIL WEALTH OF TEXAS IS DEPOSITED IN ANCIENT SEA BEDS



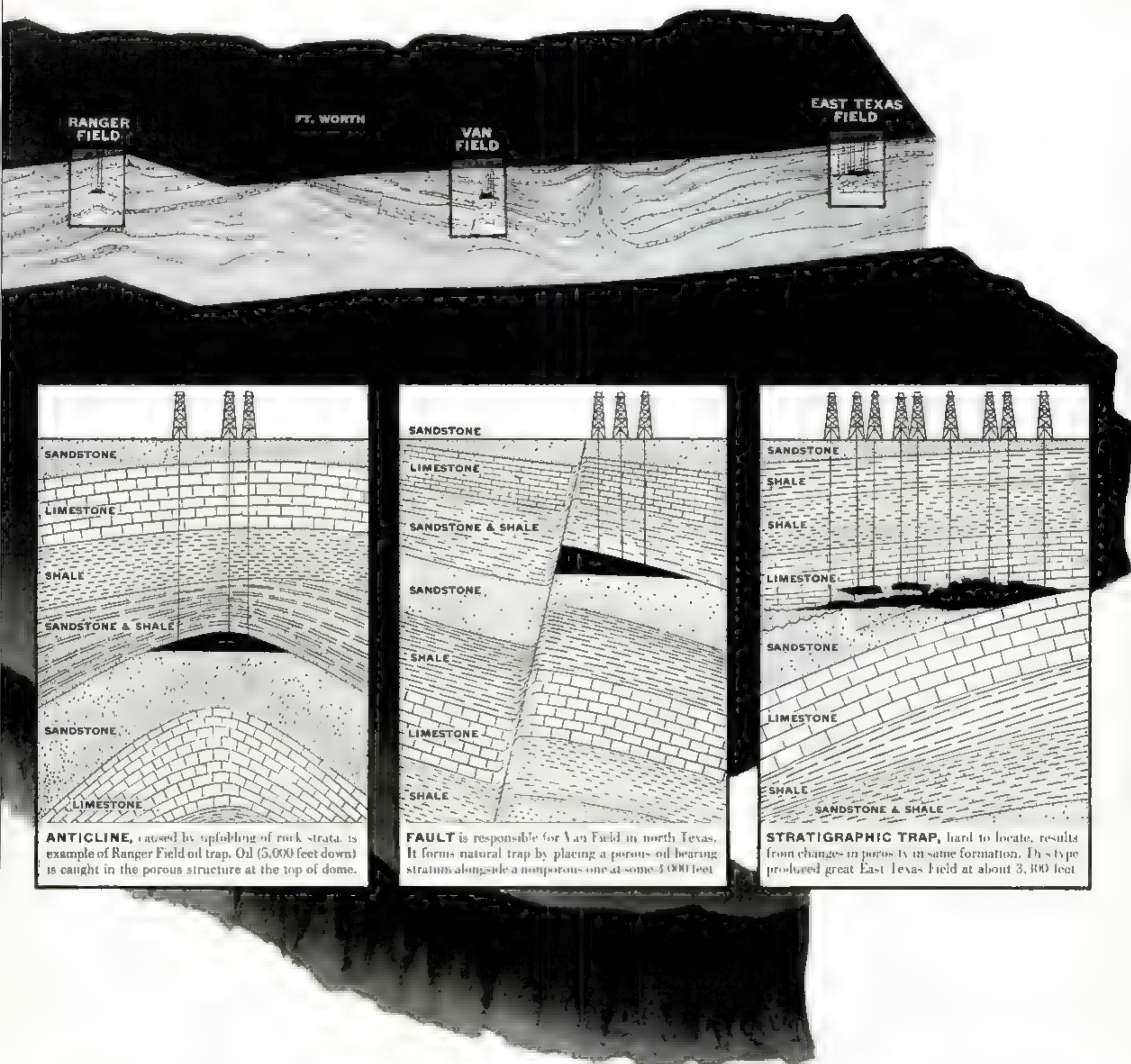
**REEF FORMATION**, which is about 6,500 feet below sea level in Scurry County, is made up of skeletal remains of coral-like animals. It is extremely porous.



BLACK INDICATES OIL-PRODUCING AREAS, WHITE WHERE OIL MAY EXIST AND GRAY WHERE OIL IS UNLIKELY

"Oil is where you find it," the old saying goes, and even with their seismographs and other highly specialized equipment, modern oil hunters can never be sure of a strike until their bits cut into an oil formation. Humble Oil Company, one of the biggest operators in Texas, held vast leases in Scurry County for years and then gave most of them up as having little value. But if oilmen cannot be sure of finding oil, they do know where it is likely to be found. Oil does not occur in free-flowing pools but permeates

**TEXAS SLICED IN TWO** reveals the geological formations which make it the greatest oil-producing area in the world. The main types of sedimentary strata are represented by their characteristic patterns: blocks for limestone, small dots for sandstone, dashes for shale, with the other markings indicating rock mixtures. The almost vertical lines indicate breaks in the formations, or faults. The dome-like structure east of the Van Field is made up of salt. Below the sliced portion are four samples of oil traps for detailed study.



some type of porous rock. Geologists theorize that the odiferous black liquid was formed from the decay of marine life following the flooding of the continental land masses by ancient seas and lakes. Numerous inundations occurred and each one left sediments which, along with the sediments laid down by the rivers and streams, constitute most of the formations found in the upper crust of the earth today. Some of these strata are more porous than others, and the richest oil-bearing rocks are those of maxi-

mum porosity. But petroleum is not found in all porous rock. The proper conditions for its formation may not have existed, or it may have seeped out of the strata in which it was originally formed, and traveled long distances underground before being finally caught in a trap. Oil traps consist of porous rock laid below strata of very dense rock. In the shifting of the earth's crust, these strata have been tilted, folded and fractured in such a way that the oil cannot escape (above). When Colonel E. L. Drake in

1859 sank a drill into the soil near Titusville, Pa. and struck oil, he opened up the first underground petroleum reservoir in history. Beneath the U.S. lie vast stretches of oil-bearing rock, constituting one quarter of the known world reserves (map at left). But of all the states, none has been more favored than Texas, which literally rests on an ocean of oil. With more than 500 fields already discovered, the Lone Star State has 56% of the nation's proved reserves and is producing 40% of the world's oil.



**IN CHURCHYARD** of the Union Baptist Church outside Snyder a drilling rig is sinking a well that the pastor

and deacons (p. 13) hopefully anticipate will bring their church a comfortable long-term income of \$1,000 a month



**IN PASTURE** of Joe York an intent crowd of neighbors and oilcats watches mouth of a narrow pipe for first spout

ter of oil to come from York's well. Meanwhile in Snyder (below) a house being moved into town snarls up traffic.



N 2

## Oil Boom CONTINUED



**WELCOME SIGN** outside Snyder bears sour footnote, probably inscribed by one of the town's newer residents

## NEWEST BOOMTOWN IS DRY, LAW-ABIDING BUT GIDDY WITH OIL FEVER

As boomtowns go, Snyder is hardly the roistering place that Oil City or Titusville, Pa., were in the world's first oil boom nearly a century ago. Snyder happens to be dry, and while on Saturday nights the city jail may be so tightly packed with drunks that they have to stand up, most newcomers are so tired at the end of a shift that they are ready to fall into bed. But the fast, oily atmosphere of Snyder is intoxicate enough without liquor fumes. The dry Manhattan Hotel (opposite page) is packed with oilmen scanning the backflaps of Scurry County (printed at \$1,000 a barrel every fortnight) at breakneck speeds right and left. Day and lots are studded with trailers and Avenue S, nicknamed Juanita Avenue, is a daily parade route of oil rigs and major terra-cotta built houses that make it as congested as a street in Dallas. Carpenters work far into the night, supermarkets are sprouting and the courthouse is putting a rush \$1,223,000 remodeling job, while its lawns have been bulldozed free of trees to make parking space. Building lots have shot from \$300 to \$2,000 in six months, will soar higher if there is any truth to the rumor that the Carizzo Reef field, already 5 by 20 miles, extends under the town itself. The oil-rich Snyder heard old plans for a forestry hotel in future, unit housing development. The town officials had a lot of building to do, too—they wanted to put up a new city hall and jail, build some new schools and streets and, most pressing of all, enlarge the sewer system that was built for a town of only 2,300 people. For all the excitement there was little splurging so far by Scurry County's new rich. The Cadillacs and mansions would come later. "They just want to tingle that money in their pockets awhile," observed one oilman. And Farmer Townsend (p. 13) confidently waiting for his well to come in, quipped gaily, "A man don't need us million goddam dollars, all he needs is some comfortable circumstances."



**DRIVE-IN SIGN** on highway bears a footnote in Texas talk inscribed by one of Snyder's many new entrepreneurs.



**OIL-SEEKERS** T. J. Sterling and A. B. Blaze farmers, consult a county map outside town's busiest trading spot.



**ARTIST** Warner Hoople is cashing in on the boom by selling his portraits of wells to their owners for \$75 to \$125.



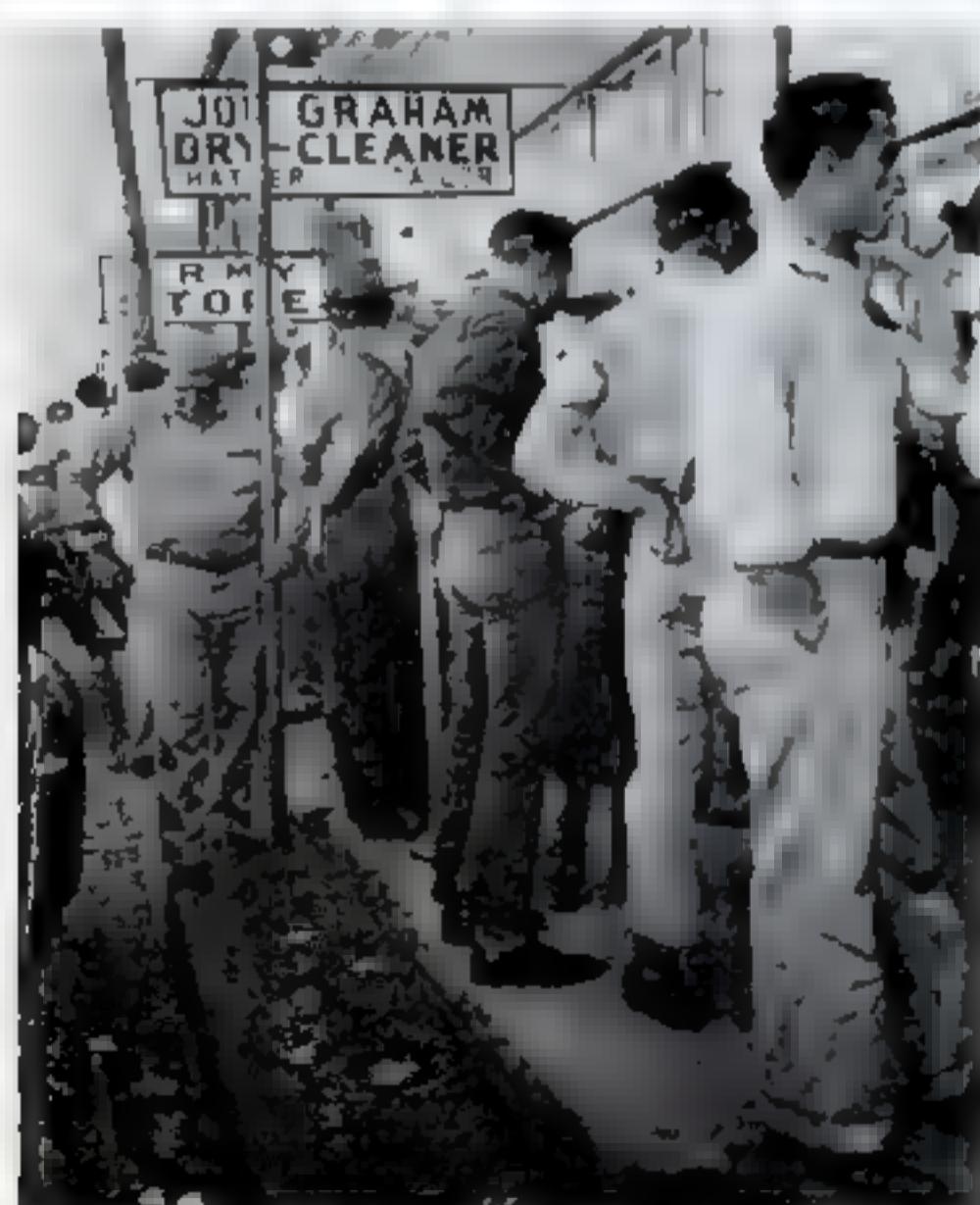
**LOCAL BOYS** at drug-store. Jim Beck, Ed Parks, Jack McGlaun have dads with oil lands. Courthouse is in rear.



**COUNTY CLERK'S** office is busy all day long as visitors like D. N. Pogue and Charles Stinson come in to peruse real estate records, which change rapidly with sales boozing.



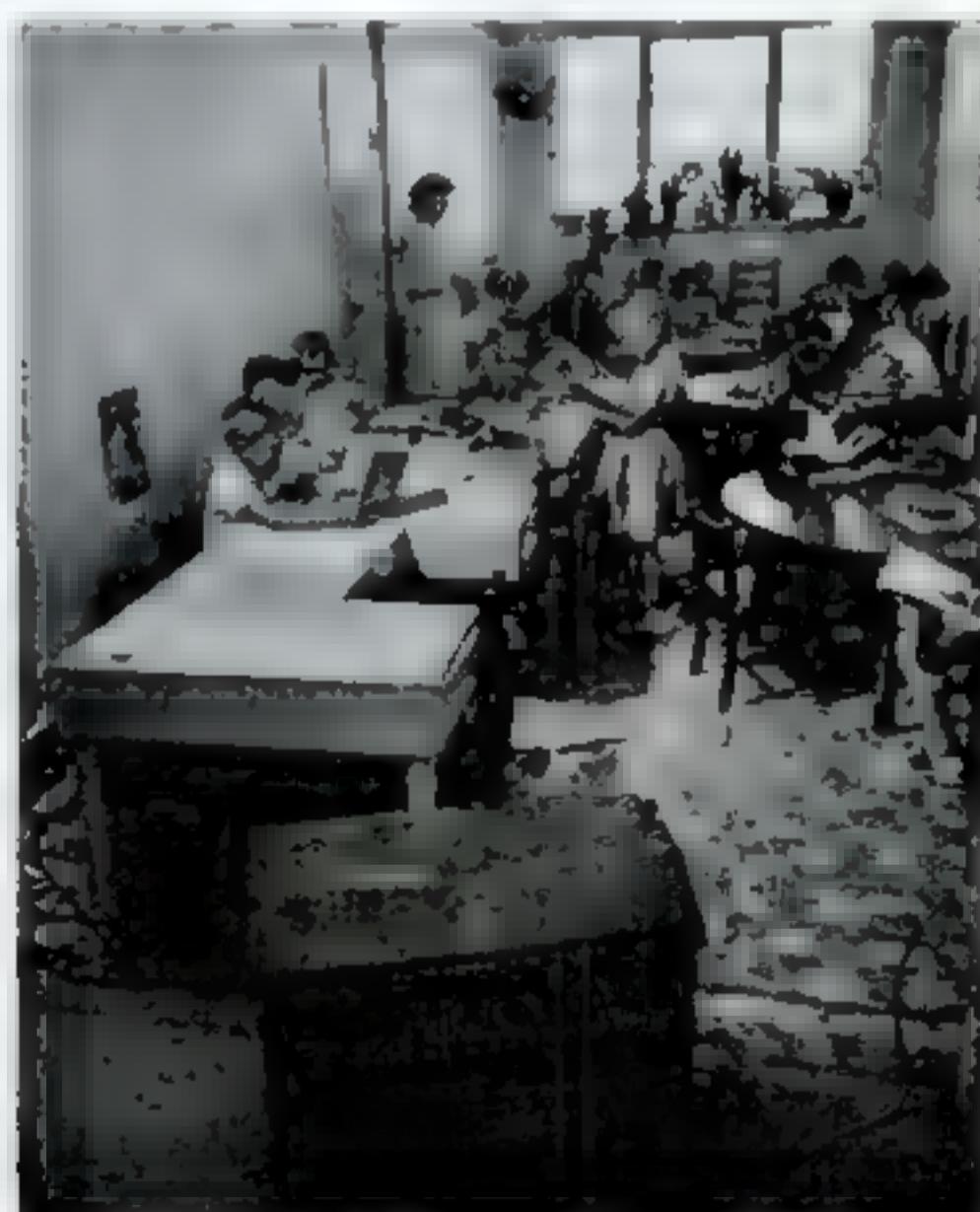
**OIL SCOUTS** and lease men, four of many who flocked into Scurry County from all over the country, huddle over an oil map on car hood before going on exploring tour.



**SIDEWALKS** in Snyder overflow with oilmen who keep town's dry cleaners and other local merchants rushed.



**DEPOSITORS** throng into the Snyder National Bank, whose deposits grew from \$6 to \$14 million in six months.



**OVERFLOW** school class meets in a church basement. To help meet school crisis town bought a used building.



**FARMING FAMILY** of Jackson Ellis knew they had oil under their land, so Ellis and his six sons hired out on rig-building crews, learned the ropes, drilled their own wells to avoid splitting with an outsider. Five shallow wells have come in, and the Ellises have an income of \$5,000 a month, a new tractor, electric kitchen and a linoleum parlor rug.



**CLASSMATES** at Notre Dame, Bill Casleman (left) and Joe O'Neil got bored last year with the law and the F.B.I. respectively. They set up shop as oil-lease dealers, were fair game for sharp trailers, got stuck with Scurry County leases. Now Bill and Joe, shown examining a lease map, have one well (among others) worth perhaps \$50 million.

AT NIGHTFALL SCURRY COUNTY'S HARD-WORKING OIL DERRICKS STAND OUT LIKE A FOREST OF LIGHTHOUSES AGAINST THE FLAT "STAKED PLAINS" OF WEST TEXAS





**DAIRY FARMER** Joe York (right) and Neighbor Arthur ("Booger Red") Townsend are two ex-rodeo performers who will never have to ride another bronc. A well on York's farm came in Nov. 18, set off a brisk new flurry of trading in town and may bring him an income of \$10,000 a month. Townsend stands to get rich off wells on his neighboring land.



**BAPTIST DEACONS** J. E. Woodson (left), E. H. Williamson and John L. Langford, counting a Sunday collection with the Rev. Jack O'Neal (right), pastor, at Union Baptist Church, have all struck oil on their land or have started drilling for it. Deacon Woodson is in deeper than most of the church's 160 resident members, with three producing wells.

WHEN THE WELLS COME IN—AS MANY SEEM SURE TO DO—THE DERRICKS WILL BE TAKEN DOWN, AND WORKDAY FLOW LINES WILL TAKE THE OIL TO THE TANKS



# LIFE AND DEATH OF GARGANTUA THE GREAT

In Miami, Fla., on the morning of Nov. 25 Gargantua the Great curled up inside his \$10,000 air-conditioned cage and died. He was 20 years old, which is fairly old for a gorilla in captivity, although in the jungle he would have lived to be about twice that. He was not the biggest of 23 gorillas in captivity, but he was surely the most famous and by reputation the meanest. In 12 years with the Ringling Bros. and Barnum & Bailey circus his horrid snarls and malevolent roars had raised the hair of some 40 million people. He came by his meanness honestly. When he had barely arrived in the U.S. 17 years ago, a sailor who had been discharged by the ship's captain threw nitric acid in his face. A Brooklyn fancier of apes and St. Bernards, Mrs. Gertrude Lintz, got him well, but his left upper lip was disfigured into the snarl which became his circus trademark. Then a house-

boy whom Mrs. Lintz had fired for laziness surreptitiously fed him a bottle of Lysol, which burned up half his intestines. In 1937 Mrs. Lintz sold him for \$10,000 to the circus, which gave him a big publicity build-up, climaxed with a fake "wedding" to Toto, a gorilla imported from Cuba in 1941. She attracted Gargantua only as a target for the cabbages he threw into her cage.

Gargantua's body was shipped to Johns Hopkins in Baltimore for an autopsy to determine the cause of his death, which was variously ascribed to such civilized ailments as tuberculosis, pneumonia and cancer of the lip. Eventually he will be stuffed for Yale University's museum. As the circus went into its winter quarters, John Ringling North, whose wrist Gargantua once bit to the bone, said wistfully, "There was only one Jumbo, and only one Gargantua."



**HIS INFANCY** was spent in Africa, where he is shown at the age of about a year. His first owners were natives and missionaries.



**HIS FIRST HOME** in the U.S. was doghouse provided by Mrs. Gertrude Lintz, who got him from sea captain for \$3,500.



**HIS "MOTHER,"** as Mrs. Lintz called herself, frequently rocked him to sleep. She always called him by pet name of Buddy.



**HIS TEETHING RING** at age of 3 was an ordinary automobile tire. When he lost his baby teeth he was fascinated and hid them.



**HIS BUILD-UP** made Gargantua look like King Kong, who antedated his circus career. But Gargantua was a lot meaner.



**HIS PLAYTHING** at age of 9 was still tire like one Mrs. Lintz gave him for teething. Earlier he rode Kiddie-Kar at Chicago Fair.



**HIS "BRIDE"** was the gentle 438-pound Toto, shown here with a pet kitten in Cuba before she was sold to the Ringling circus.



**HIS "WEDDING"** was parodied by two circus clowns in a grand parade. He and Toto always were kept in separate cages.



**HIS DEATH** occurred shortly before Ringlings' last show of 1949. With the body above are John Ringling North (left), president of the circus, and Trainer Jose Tomas. Said Tomas, "Gorilla in cage can't live more than 22, 24 years. In jungle he live 40 years."





HIS BODY IS EXAMINED ON A SLAB BY A JOHNS HOPKINS ANTHROPOLOGIST IN BALTIMORE. GARGANTUA WEIGHED ONLY 312 POUNDS, CIRCUS BALLYHOODED HIM AT 550



**HIS EPITAPH** was composed by Mrs. Lintz. "He was the best old slob in the world." She holds mask used to scare him.



**HIS COFFIN** is prepared in Miami for air shipment to Johns Hopkins Hospital, with Gargantua's body preserved in ice pack.



**HIS HAND**, shown at Johns Hopkins, was 4 $\frac{1}{2}$  inches wide, would have fitted a size 11 glove. He was 5 feet, 7 $\frac{1}{2}$  inches tall.



**HIS FOOT** measured 11 $\frac{1}{2}$  inches, would have worn a size 12 shoe at least four D's wide. Examiner called his hips "dandy."



**THE SHAHINSHAH OF IRAN** (pop. 13 million), wearing brightly handsome double-breasted suit, chats about his country's seven-year plan for developing national resources

with LIFE representatives at Waldorf before visit to Hyde Park. Elegant and friendly, the Shahinshah ("King of Kings") speaks seriously about politics, smiles at thought of skunk.

#### SHAH'S STATEMENT TO "LIFE" READERS

In Iran, at the Feast of Noruz, it is our custom to have seven dishes, each beginning with the Persian letter "S," but we have no precise equivalent for the purely American, and highly flavorful, institution of Thanksgiving. Nonetheless, it is an occasion in which even a visitor may perhaps share the sentiments. In this case I would like to make known my gratitude for the friendliness with which I am being received by everyone I meet in America, and also for that expressed by many others whom I have not met. Now I am looking forward to a week's relaxation in Sun Valley, and if it is permissible on Thanksgiving Day to express wishes for the future, may I say that I hope there will be sufficient snow for good skiing, a sport which I greatly enjoy.

It is difficult at this point to summarize my impressions of all that has been happening. One moment that stands out, however, occurred during a football game last week when students were kind enough to give me a short cheer, saying "Rah, Rah, Rah, Shah, Shah, Shah." I would like to avail myself of the pages of LIFE to return their courtesy in kind by saying "Hurray, U.S.A."

*Mohammed Reza Pahlevi*

## THE SHAHINSHAH IN THE U.S.A.

"November 24. Up at 8 on Thanksgiving Day. At 9, received LIFE Writer Noel F. Busch and Photographer Alfred Eisenstaedt, gave them statement suitable to occasion and an invitation to join expedition to Hyde Park. Off for Hyde Park at 10, with customary suite of eight cars and 13 motorcycle cops, all sirens squealing. Casualty on 57th Street, where policemen skidded. Crossed Broadway just ahead of Macy's parade. Reached Hyde Park at 12:30 and placed wreath on grave. Guided tour of Roosevelt house and museum by Mrs. Roosevelt and son Elliott. Bad break by Senator Rezazadah Shafagh in museum when looking at portrait-rug I gave to FDR in Teheran in 1943. Shafagh said our finest rugs had to be woven by children under 8 when their fingers were small enough to tie really delicate knots. Broke in quickly to explain that under my regime Iran forbids child labor. Lunch at Elliott R.'s, Turkey etc. Raced back to Waldorf for N.Y. Iranian colony reception. Quick change for dinner and show called *South Pacific*. Supper in Sert Room. Flaming baked Alaska—the third time this week."

Had His Imperial Majesty, Mohammad Reza Pahlevi, Shahinshah of Iran, who was easily last week's outstanding foreign visitor to the U.S., been keeping a candid travel diary, the above might well have been a typical entry. Actually the Shahinshah kept no diary because the pace of his tour left no time. In Washington, where he arrived on the presidential plane, the *Independence*, the Shah dined with the Trumans, gave them a Persian feast, attended a football game and a cocktail party, made a speech to the Overseas Writers Club and inspected Mount Vernon. In New York he picked up speed with an official welcome by Mayor O'Dwyer and Grover

Whalen, a ride up Broadway, three public dinners, drives to the U.N., Princeton University and West Point, tennis with ex-champion Sidney Wood and visits to three night clubs.

One of the things that pleased the U.S. most about its latest cynosure was that he did not try to disguise one major purpose of his visit. This was to focus U.S. attention on Iran as a possible recipient of an armaments loan and as a promising field for private investors. As a formidable neighbor of the U.S.S.R. and the fourth biggest oil producing nation in the world (after the U.S., Venezuela and Russia), Iran had valid claim to notice on both counts. But the benefits of the Shah's tour were not entirely one-sided. Even more interested than bigwigs and bankers were U.S. bobby soxers whose rapt attention to the young ruler's activities obliged them simultaneously to absorb sugar-coated lessons in history and geography.

Unlike his late father, a onetime army officer who acquired the throne in 1925, 30-year-old Mohammad Reza got a European schooling in Switzerland. He went home to attend military school, married the pretty sister of Egypt's King Farouk in 1939, divorced her in 1948 when she failed to provide him with an heir and is on the lookout for a new wife. Washington gossip mentioned the Iranian ambassador's daughter and even Margaret Truman—who, however, might be unsuitable since the Shah is a devout Moslem. Last week's extra special precautions for the Shah's safety were justified. In February he had a narrow escape from assassination when a youthful fanatic fired five shots, two of which wounded him in the body and mouth. After his five crowded days in New York, the Shah last week flew to Detroit. Next stops: Fort Knox, Grand Canyon, Hollywood.



**AT HYDE PARK** His Majesty leaves Roosevelt house with Mrs. FDR, Elliott and party after tour of inspection.



**AT WALDORF LUNCH** Shah takes spoonful of Grover Whalen's grapefruit, tasting the fruit for first time.



**AT ASIA INSTITUTE SOIREE** Shah greets flattered New York matrons. Shah is an eligible Moslem bachelor.





STEEPLEJACK CLIMBS CAUTIOUSLY TO TOWER'S TOP

**HIGH HAT** When the fog cleared from London's 300-foot-high tower over the Houses of Parliament on Nov. 19, bobbies spotted a policeman's helmet atop the tower. A man who called himself only "Henry" told a newspaper he and a friend had put it there at night, using climbing ropes. It took a steeplejack five hours to get it down.



AT END OF THEIR WAIT 17 OF THE 18 MEN ARE ABLE TO SIT UP. BALD MAN HAPPILY GRASPING ROPE (RIGHT)



THE WHALEBOAT ROWS OUT TO LEAD THE MEN IN THEIR LIFEBOAT OVER TO SIDE OF RESCUE SHIP "HAIDA"

**RESCUE AT SEA** For three days and seven hours 18 men from a ditched B-29 thrashed about in the autumn-cold, stormy swells of the Atlantic Ocean some 400 miles northeast of Bermuda. Two of the crew had been washed away to their death. The others began to feel they would go too, as 20-foot-high waves

hissed up over their two life rafts and upset one in the smashing surf. The men's faces, arms, feet cracked with chafing salt burns. Although squalls provided drinking water, they had only hard candy for food.

But meanwhile planes from airfields all along the Atlantic Coast were converging on Bermuda in one of the world's greatest peacetime rescue searches.

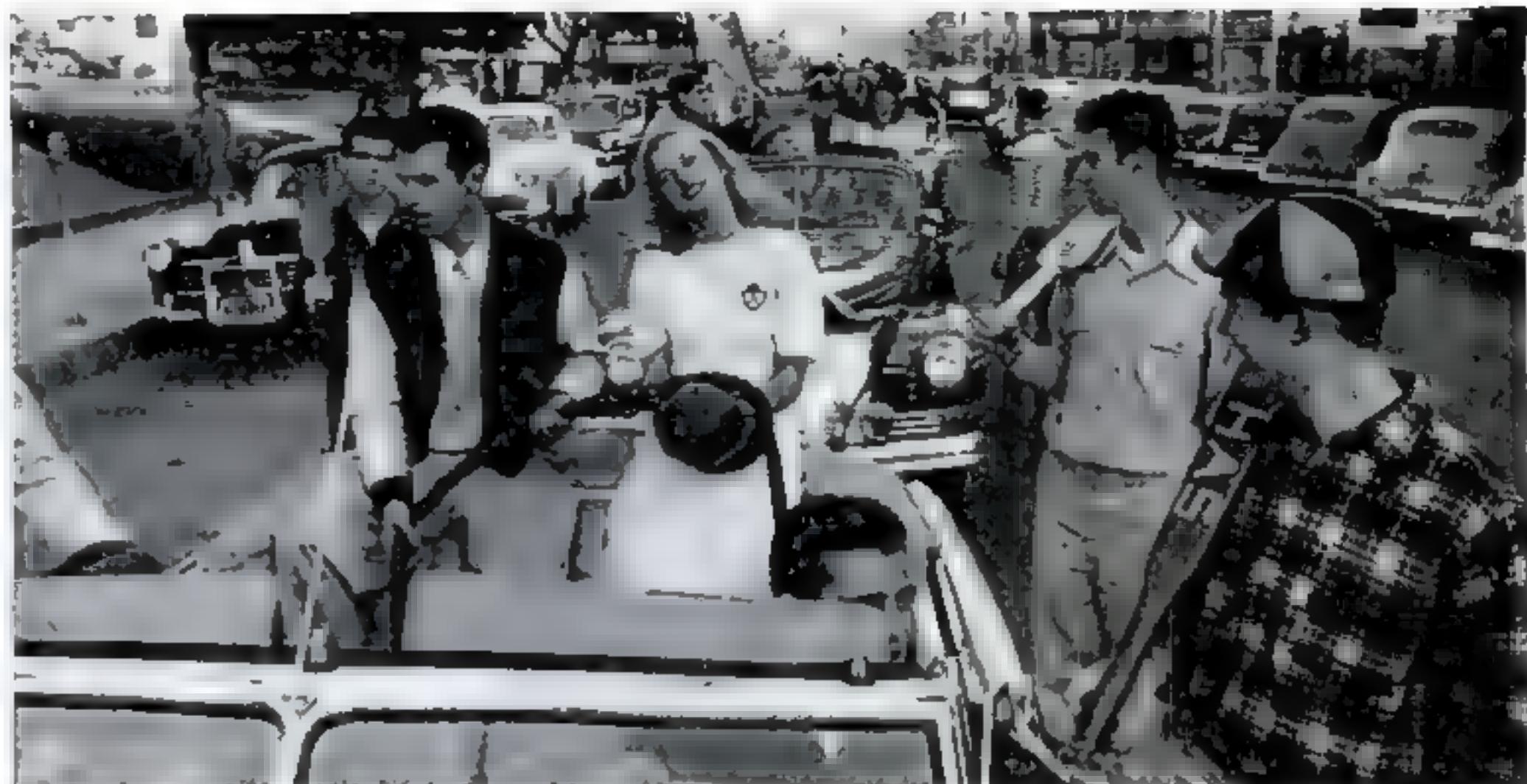


IS PLANE'S PILOT, LIEUT. COLONEL JOHN GRABLE JR.



ONLY FOUR OF THE 18 RESCUED WERE LITTER CASES

Finally, at dusk on Nov. 18, a search plane crew spotted one of the castaways' last two red flares. Within 20 hours a 3,300-pound lifeboat had been dropped by parachute from a B-17, and an hour later a whaleboat from the Canadian destroyer *Haida* was dipping out to rescue the water-drenched, shivering men from the still-tossing seas of the Atlantic.



SURROUNDED BY PADDLE-BEARING MARIN GUARDS, "MISS CALIFORNIA" JOYFULLY ENDURES A KIDNAPING



DARTMOUTH STUDENTS LAVISH CHEERS AND WET HAY ON THE LUCKY DATE WHO FINALLY FINDS THE NEEDLE



KIDNAPED SYRACUSE COEDS IN WAITER'S JACKETS ADORN DINING HALL OF COLGATE FRATERNITY HOUSE

## COLLEGE HUMOR

This season college students have been dispelling any notion that war veterans had taken the fun out of college. In Santa Rosa, Calif. students from nearby Marin Junior College kidnaped Santa Rosa Coed Jone Pedersen, this year's Miss California (and a *LIFE* Cover girl), made her ride in their

own Marin-Santa Rosa football parade. In Hanover, N.H. Dartmouth put on a needle-in-a-haystack hunt. At Dartmouth this involved hunting through part hay, part broken glass. In Hamilton, N.Y. five Syracuse University coeds who got onto the Colgate campus before the Syracuse-Colgate game were held as "hostages" in a fraternity house.

# GOOD IN THE ATOM



DAVID LILENTHAL RELAXING AT HIS HOME

It may sound paradoxical, but ever since the U.N. reached an impasse on the subject of international control of the atom we have had occasion to think better and better of human beings. The way they keep returning to the theme of "peaceful uses" of atomic energy is a tribute both to their innate decency and to their refusal to be awed by something that has no meaning for good or evil apart from the men who use it.

The Russians, of course, have seized the opportunity to manipulate the decent instincts of human beings everywhere for propaganda purposes. Their talk of "outlawing" the bomb and limiting the uses of the atom to blowing up mountains and altering Siberia's drainage systems (a neat trick if it can be done) may blind some people to the essential characteristics of atomic fission. "Fissionable material in a power station," says David Lilienthal, who has just resigned as head of the U.S. Atomic Energy Commission, "would be so nearly a weapon that you couldn't drive a lawyer's definition between the two. . . . Once you have a reactor, a pile, whatever you say you plan to use it for, you have a potential instrument of war from which possible enemies must be excluded." That would seem to make it plain that the recent talk about limiting atomic energy development to purely "peaceful" uses is be-

side the point unless there is also to be a supranational authority with a vested title to all important atomic installations. On Lilienthal's showing, inspection without supranational control cannot be worth very much; the nation which has a great peacetime atomic energy plant could always throw it into war gear at a moment's notice—or without giving any notice whatever. It could, so to speak, go to war between inspections.

Nevertheless we applaud the urge to question, to re-examine, to be forever on the lookout for some means of halting the world's progression toward atomic war. So far the suggestions for an "atomic truce" are unreal in the cold light of Soviet aggression and Soviet hypocrisy. But the impulse, the refusal to assume that doom is the preordained consequence of atomic fission, is not unreal, and we hope that it persists.

In Washington the State Department is "re-examining" our atomic energy policy. In closing his term of distinguished and invaluable service with the Atomic Energy Commission, Mr. Lilienthal says that one of his purposes is to make a contribution to public discussion that he could not make while in office. He is known to deplore the excessive secrecy now surrounding all phases of the atom, and on this subject alone he should have some worthwhile things to say.

# SENSE ON HEALTH

## TRIUMPH AT CHRISTMAS

The story of Christmas, Fla. (pop. 250) and its postmistress, Mrs. Juanita S. Tucker, should hearten all individualists. Some years ago Mrs. Tucker conceived the pleasant idea of putting a special stamp with appropriate sentiments on mail going out of her little post office at Christmastime. Thousands of folks all over the U.S. sent mail to her to be forwarded with the Christmas postmark and her seasonal devices. This year the Postmaster General tried to stop it, holding for one thing that the extra stamping caused unnecessary expense. Mrs. Tucker raised a rumpus, got nowhere and arrived at a solution on her own. She just put her rubber stamps and ink pads on the post-office counter, and let people mark their own mail with her little Christmas tree and the legend, "Glory to God in the Highest, 1949." The Chambers of Commerce at Christmas and nearby Orlando do the stamping for out-of-towners who send mail to Mrs. Tucker. It costs the taxpayers little or nothing, and Mrs. Tucker is happy. A Merry Christmas to her!

There's nothing more devastating to a theory than a few facts. The truth of this old saw is demonstrated anew by Columbia University's study of the hospitals of New York state, recently completed after 15 months' investigation under a state grant of \$60,000. The Columbia document collides head on with most of the assumptions underlying the recent agitation for "socialized medicine" or for national compulsory medical insurance. It proved that for at least one great state of 14.5 million (10% of the U.S. population) American medical service is in pretty good shape.

The argument for a comprehensive federal subsidy of medicine makes much of the alleged fact that private, municipal and state-owned hospitals, squeezed by rising costs, cannot be locally supported cornerstones of an effective medical system. But the Columbia study suggests the precise opposite. Far from operating in the red, the New York hospital system, both public and private, is found to be in constantly improving financial condition—better, in fact, than at any time since 1940. The most pressing need for general hospitals disclosed by the survey is not for additional facilities but for improving the diagnostic services and for modernizing or replacing old buildings that are becoming obsolete. Additional state aid for care of mental and tuberculosis patients is also needed.

It undoubtedly will be urged that findings

for New York State are not applicable to the U.S. as a whole. Dr. Eli Ginzberg of Columbia's Graduate School of Business, who directed the survey and put its findings into a book, *A Pattern for Hospital Care*, thinks otherwise. New York is admittedly richer than most states in the union, and its ratio of doctor and bed capacity per capita is at the top. But Dr. Ginzberg, who received buttressing material from 30 other states in the course of making the New York survey, believes that his findings have great relevance to a majority of the states. What New York can do, other states can do. Certainly on Dr. Ginzberg's showing states like Pennsylvania, Massachusetts, Illinois, Ohio and California with rich and large centers of population can aspire to New York's record.

The most astounding statistic turned up by the Columbia survey is that 57% of the New York State population was covered by some type of voluntary hospital insurance at the end of 1948—and the figure has kept growing throughout 1949. Eventually Dr. Ginzberg thinks some 85% of the New York population could be enrolled in Blue Cross or commercial voluntary insurance plans. If the 85% figure can be approximated in the more populous states, then the case for national compulsory medical insurance must fall flat. Limited federal aid for specified purposes in sub-par areas is demonstrably necessary. But this is a far cry from total federalization of U.S. health services.

# Tender garden ASPARAGUS



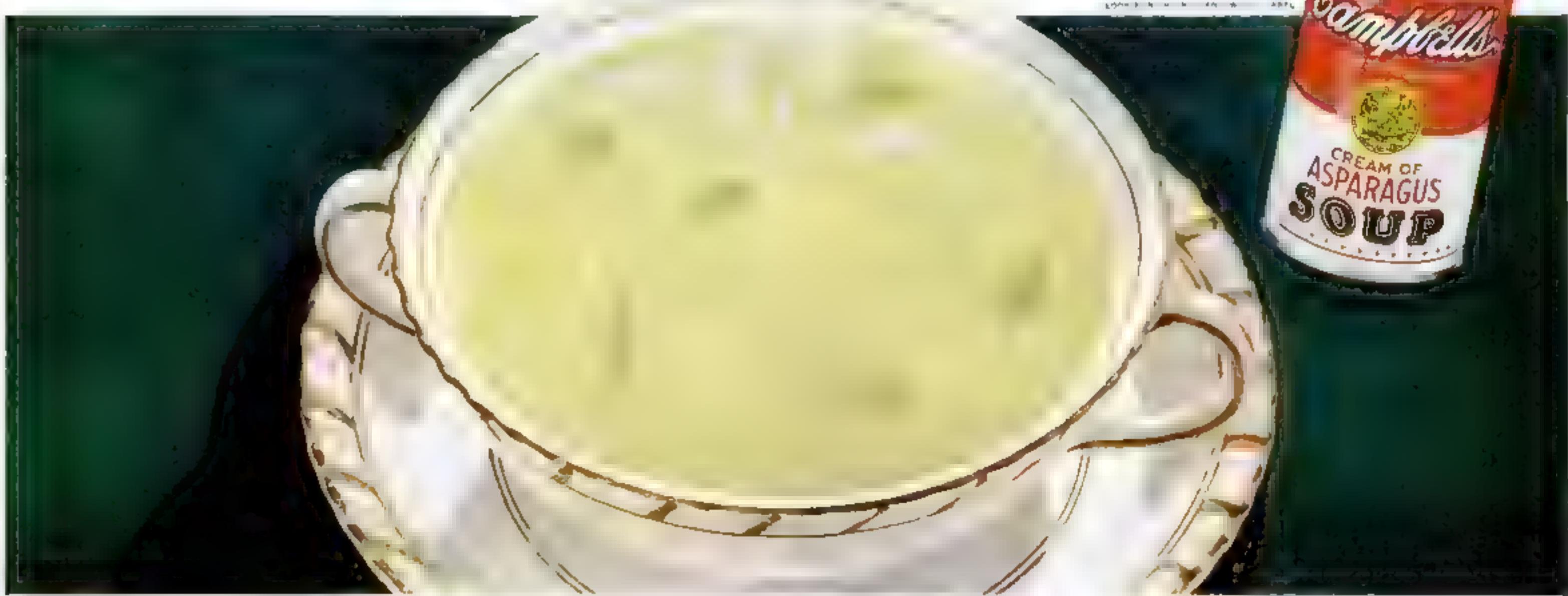
*Actual color photograph of fresh asparagus used in the making of Campbell's Cream of Asparagus Soup.*

## glorified in this smooth CREAM soup

How would you like a taste of Spring tonight at supper? It's yours for the asking—and the serving—in fragrant, steaming bowls of Campbell's Cream of Asparagus Soup. Here, in a creamy smooth purée, that favorite Springtime vegetable—fresh, tender asparagus—is truly glorified. And for your further delight, your spoon will discover tempting asparagus tips all through it.

You and the whole family will want to enjoy this delicious and nourishing soup again and again. And do be sure to let the children have it often at lunch. They'll love it and it's so good for them!

*Campbell's* CREAM OF ASPARAGUS SOUP



# "These Elgins for Christmas ...they're beautiful, beautiful"

*Mrs. Mandel of Chicago,  
selected as "best-dressed  
woman in the International  
Set" by the Fashion Academy*



*exclaimed MRS. LEON MANDEL*

*when she saw*

*the new ELGINS*

*... winners of the Fashion Academy*

*Gold Medal Award*



\*Including Federal Tax

 FOR Christmas gift watches truly distinctive in design, go to the jeweler's where Elgins are shown. Watches styled by Henslee . . . applauded by America's best-dressed men and women . . . signally honored by the Gold Medal Award of the Fashion Academy of New York!

Yet beauty is only half the glory of Elgin Watches. Inside there's the finest of workmanship and that miracle achievement of American creative and productive genius . . . the DuraPower Mainspring. It holds its original springiness indefinitely. *No other watch in the world has such dependable power for accurate timekeeping!*

Hurry to a jeweler's to see the Elgins. Select from these beautiful, star-timed watches. The one you love will surely be *happier* at Christmas with an Elgin.

# ELGIN

TIMED TO THE STARS

*The genius of America to wear on your wrist*

Lord Elgin and Lady Elgin

14 JEWELS

14 JEWELS

AS LOW AS \$29.75

\$71.50

\$100.00

\$125.00

\$250.00

\$175.00

"That mainspring rates a 'best performance' award"

THE

DuraPower  
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ELIMINATES 99% OF ALL  
REPAIRS DUE TO STEEL  
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FAILURES!

Says Oscar-winner

JAMES STEWART

starring in

"BROKEN ARROW"

a 20th Century-Fox

production



ELGIN

AS LOW AS \$29.75\*

\$33.75

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\$37.50



Again this Christmas...  
wouldn't you rather  
give (and get) **FOUR ROSES?**

Four Roses has long been America's favorite gift whiskey. Fine Blended Whiskey, in attractive gilt carton, 90.5 proof. 40% straight whiskies; 60% grain neutral spirits. Frankfort Distillers Corp., New York City.



# LIFE CONGRATULATES...



**JUSTICE WILLIAM O. DOUGLAS**

The associate justice of the Supreme Court, who broke 17 ribs and came within a whisker of dying when a horse rolled on him during a vacation trip last October, was nearly well again. After seven weeks in a hospital he was recovering further at Tucson, Ariz., where he strengthened the judicial chest by blowing up balloons. In that activity Douglas was no better than any average parent—he couldn't fill up the ears of that rubber cat either. But his health was so improved that he was expected to be back in Washington by Jan. 1.



**ALFALFA BILL MURRAY**

The wonderful and irascible old man passed his 80th birthday in Oklahoma last week, 42 years after he fathered his state's constitution and shepherded her into the Union. As a birthday present the former congressman and governor, now broke, got a check for \$1,000 from a group of citizens. He had mortgaged his farm for \$4,000 to pay for Oklahoma's Constitutional Convention in 1906-07 and had never been repaid. Bill thanked them, then gave a one-word oration on the state of the national government: "Lousy!"



EDWARD JOHNSON

As he gave the signal (above) on Nov. 21 to ring the curtain up on *Der Rosenkavalier* and to open the New York Metropolitan Opera's 65th season, General Manager Johnson started his 15th and last season. He also brought opera to more people than had ever before seen it at one time. A capacity audience heard it in the opera house, 6½ million more picked it up on a network of seven television stations in seven cities.

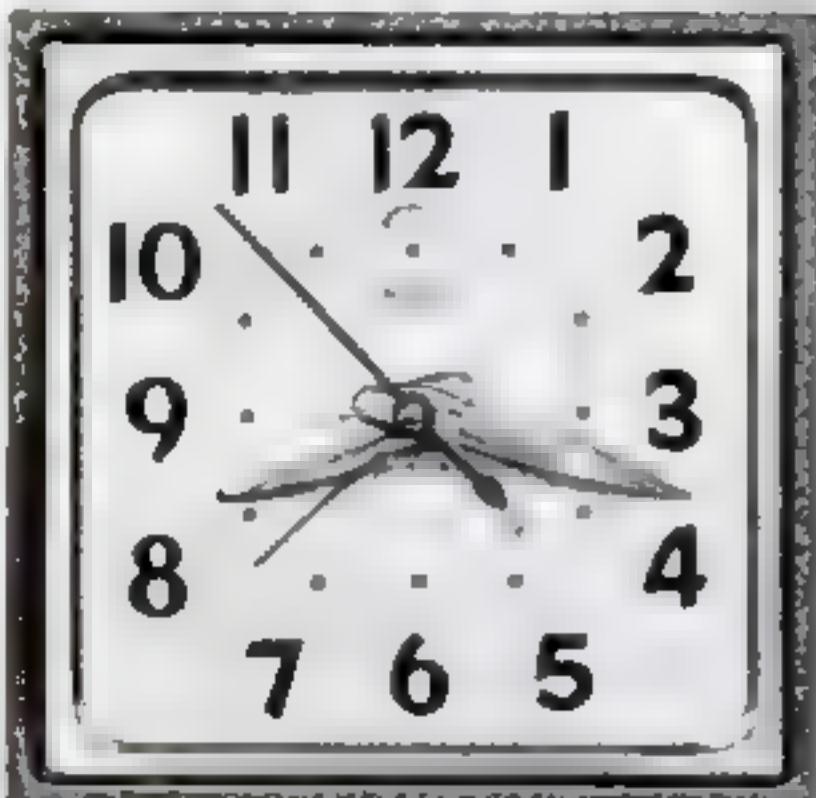


LADY ASTOR

In London American-born Lady Nancy Astor, appealing to the better instincts of "the uncommon people," teed off on Hollywood and sex: "Nothing but wretched pictures of naked women and girls. I really get tired of the glamour girls and I think this insistence on sex is degrading. I do not believe young people are sexy." At this, whether in agreement or disagreement, her audience (below) cut loose with an enormous yak.



CONTINUED ON PAGE 54

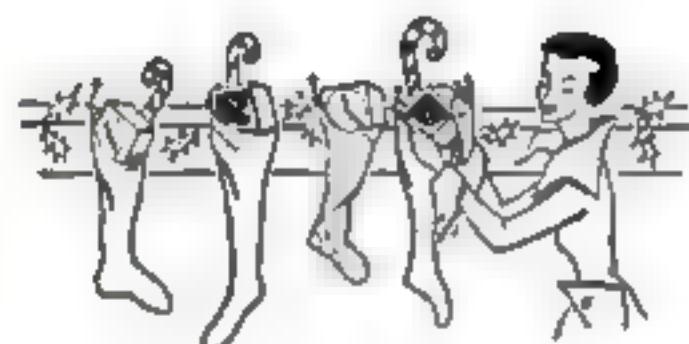


"CORONADO"—solid mahogany alarm, \$12.50\*

## A Telechron clock for every sock!



"PRUDENCE"—electric kitchen clock..... \$3.98\*



Choose from 29 styles of  
Telechron electric clocks

**\$3.98\***  
and up

### ALL ELECTRIC

— just set and forget!

### NEVER NEED WINDING

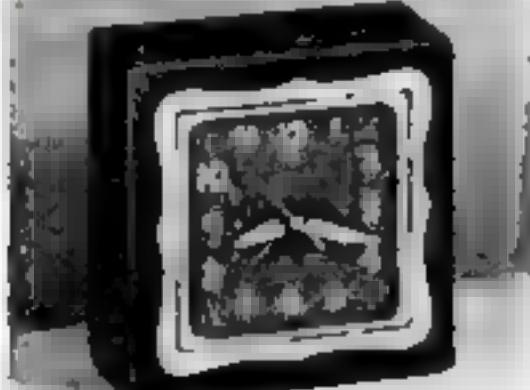
— no springs to come unsprung!

### WON'T RUN FAST OR SLOW

— electric current won't let 'em!

### NO NOISY "TICK-TOCK"

— fully warranted motors sealed in oil!



"TEMPO"—luminous electric  
alarm..... \$4.95\*



"KIRKWOOD"—solid mahogany  
alarm..... \$8.95\*

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# TELECHRON

ELECTRIC CLOCKS at stores everywhere

TELECHRON INC., ASHLAND, MASS. A General Electric Affiliate

Makers of synchronous electric clocks, electric motors, electric timers for ranges



\*Plus tax. Prices and specifications subject to change without notice.

## *a Page Boy's* **BUTTONS**

He's just a youngster...a newcomer to the sea... and his duties are simple. Yet the polish on his buttons...the neatness of his dress...and his smiling courtesy bespeak the pride he takes in the Cunard White Star insignia he wears.

His is the inspiration of a standard that has been set by a more than century-old record...a record that inspires ship's officers and men... stewards and stewardesses to measure up in performance to the highest traditions of the sea.

In luxurious ships of types and sizes planned to anticipate every travel requirement and in the perfection of service afforded on every one, Cunard White Star offers all that can be desired in a comfortable, dependable transatlantic crossing.

*The British tradition distinguishes*

**CUNARD WHITE STAR**



*In New York Service*

**QUEEN ELIZABETH • QUEEN MARY • MAURETANIA • CARONIA • BRITANNIC • MEDIA • PARTHIA**

*In Canadian Service*

**AQUITANIA • FRANCONIA • SAMARIA • SCYTHIA • ASCANIA**



He's a living-room engineer... the back-yard boss of his own construction crew! *Model* Toys fire young imaginations, for they're exact, working copies of the giant construction machines he's seen so often! *Model* Toys are quality, too... all-steel, built to outlast the average toy 3 to 1... truly "Masterpieces in Miniature!" See them, and you'll know why children never tire of them! Give America's most-wanted toys... *Model* Toys... well worth the difference!

AT STORES WHEREVER TOYS ARE SOLD

THE CHARLES WM. DOEPKE MFG. CO., INC. ROSSMOYNE, OHIO

**DOCTORS AGREE MENTHOL IS IMPORTANT IN RELIEVING COLDS**

LUDEN'S CONTAIN MORE MENTHOL THAN ANY OTHER COUGH DROPS

Try the extra menthol in Luden's Cough Drops. See how quickly you get relief. Buy a pack today.

**LUDEN'S MENTHOL COUGH DROPS**  
5¢

**BRUCE Asphalt Tile Cleaner**  
CLEANS AND RECOATINGS  
Asphalt Tile • Rubber Tile • Terrazzo  
Ceramic Tile • Marble • Concrete Floors  
ANOTHER HELPFUL BRUCE FLOOR PRODUCT

**Christmas TREE DECORATIONS DOUBL-CLO**  
At Your Variety Chain or Neighborhood Store

a "must" throughout the year

a very special remembrance at Christmas!

**VENIDA**  
HUMAN HAIR NETS

...one dozen, beautifully gift wrapped, at leading department, drug and chain stores.

colors 2.25 dozen • grey or white 2.75 dozen



EDITH ("DRUCIE") SNYDER AND JOHN HORTON

The 23-year-old daughter of the Secretary of the Treasury and unofficial glamour girl of official Washington announced her engagement to Major Horton, who comes from Wichita, Kan. A veteran of the Fifth Army in Italy during World War II and now an aide in the White House, the prospective bridegroom bears a slight resemblance to his future father-in-law (portrait background). No wedding date has been set.

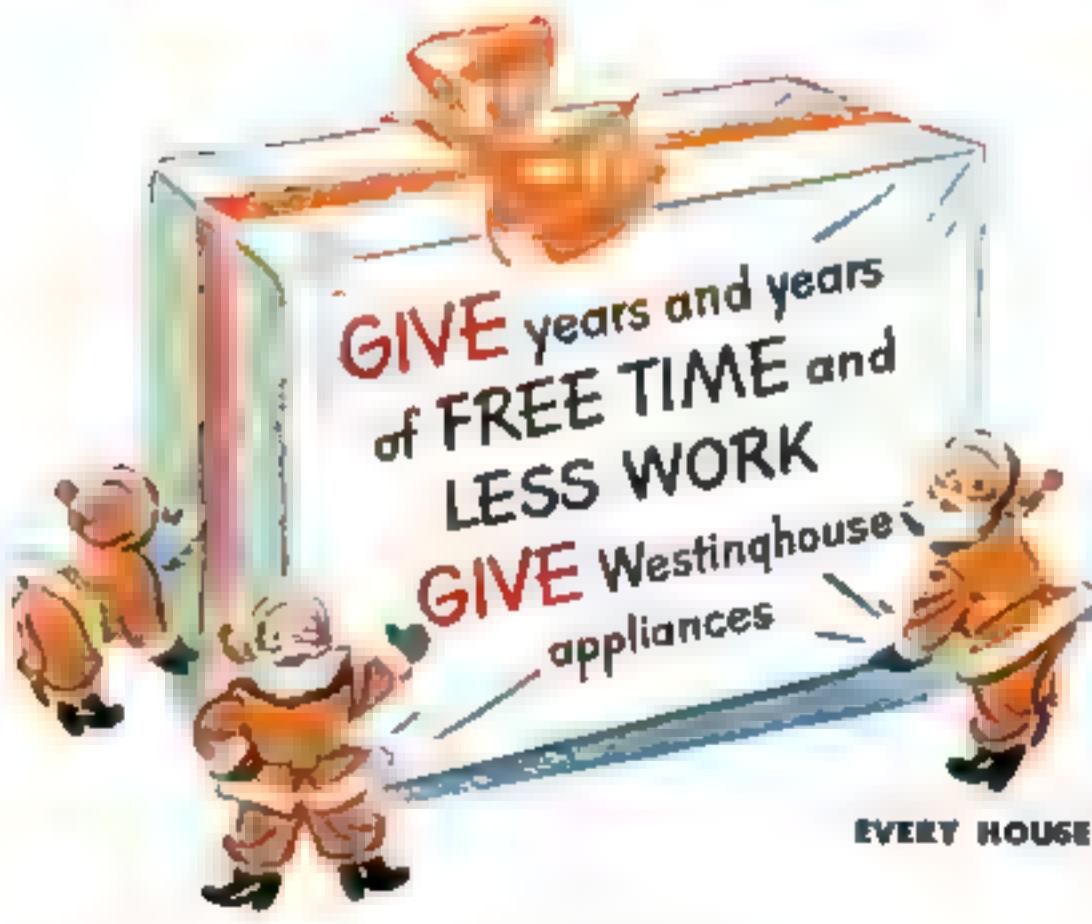


ANA MARÍA ÁLVAREZ CALDERÓN

In Peru's national fair in Lima, Señorita Calderón was chosen Queen of the Americas over 13 other contestants, including one from the U.S. The 20-year-old winner is 5 feet 5 inches tall—but her other measurements are unknown. Unlike American beauty contestants, she would not allow them to be taken. And unlike most American girls, she will one day inherit \$32 million, one third of her financier grandfather's fortune.



**BEST BUYS** for gifts.. **WISE BUYS** for yourself!

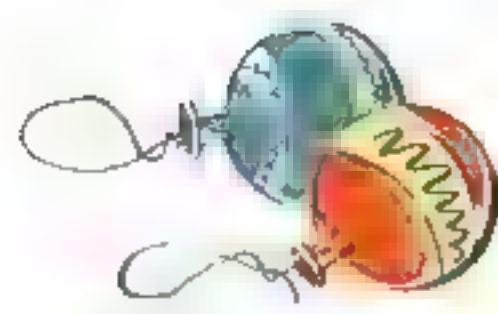


This Year... Give Gifts to Living... to yourself, as well as everyone on your list. Give a compact, portable Roaster-Oven... 2 sq. ft. of cooking magic that cooks everything, plugs in anywhere; Or the new Pop-Lp Toaster that makes toast exactly as you want it 365 days a year. Give the luxury of deep, refreshing sleep with a lightweight Electric Sheet. Or easier, more successful cooking with a powerful Westinghouse Mixer that whips up almost any food without changing speeds. Give freedom from fatigue with a Streamline Iron that has 3 ironing speeds for each different fabric. You'll win everlasting thanks for years to come. See these... and all the other... practical, glamorous Westinghouse Appliances at your retailer's now. They're thrilling surprises... to give or get.

# Westinghouse

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TUNE IN TED MALONE... EVERY DAY, MONDAY THROUGH FRIDAY... ABC NETWORK



# Arrow Christmas list



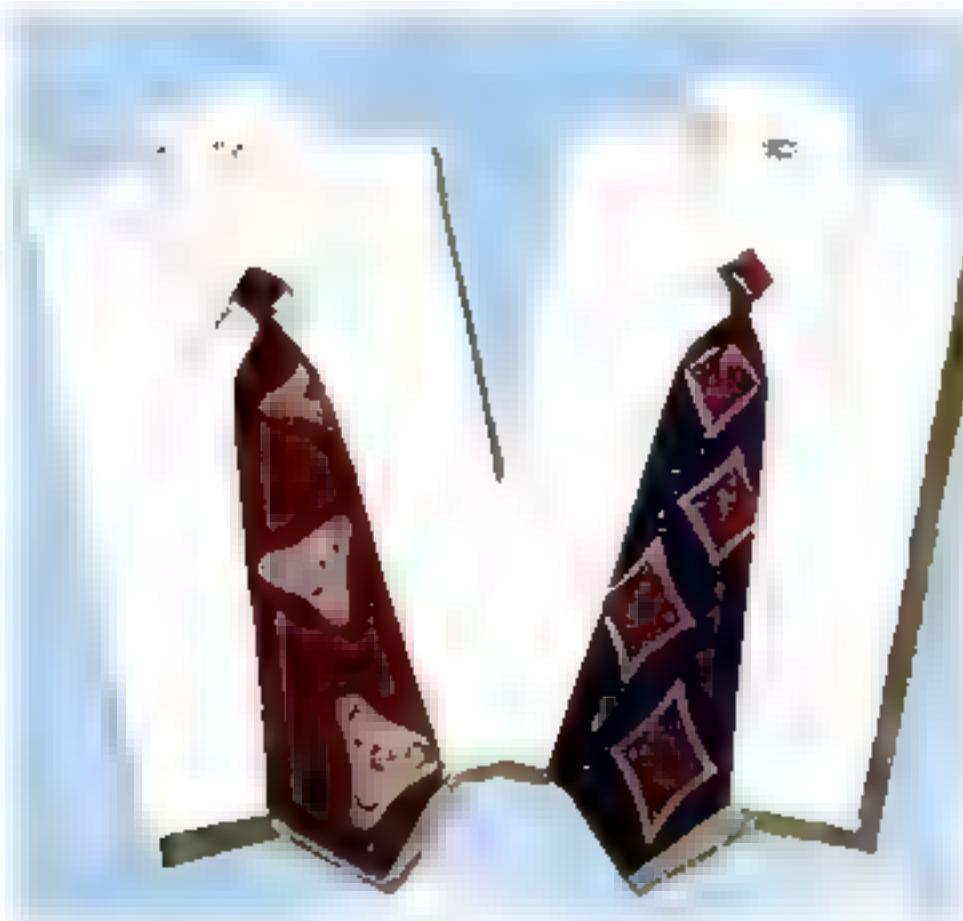
For the perfect white *Christmas treat*, give him America's favorite white shirt; the famous Arrow "Dart" with medium collar points, \$3.65. Looks wonderful with all-silk Arrow repp ties, \$2.00.



Arrow offers an immense variety of rich broadcloth shirts in solid colors (\$3.65, \$3.95, \$5.00), with ties and handkerchiefs especially designed to be worn with them. (As shown.)



Well-dressed men favor Arrow's smart *Candy-Stripes* ensemble. This trim-fitting shirt (\$3.65) is made to go with the Arrow ties and handkerchiefs shown. P.S. Arrow buttons are extra durable, anchored on.



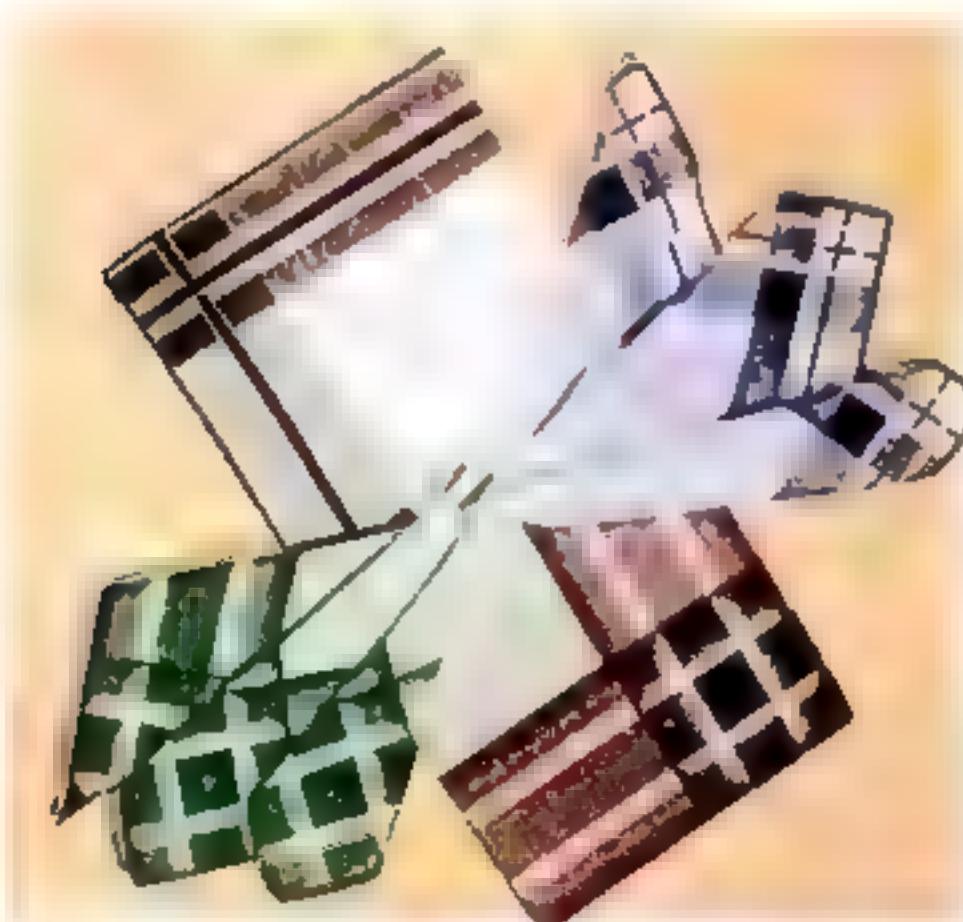
Something extra-special for Christmas are these good-looking Arrow "white-on-white" shirts in striped and figured effects on a white ground. Of rich, long-lasting, all-combed cotton that *really wears!* \$3.95—\$5.



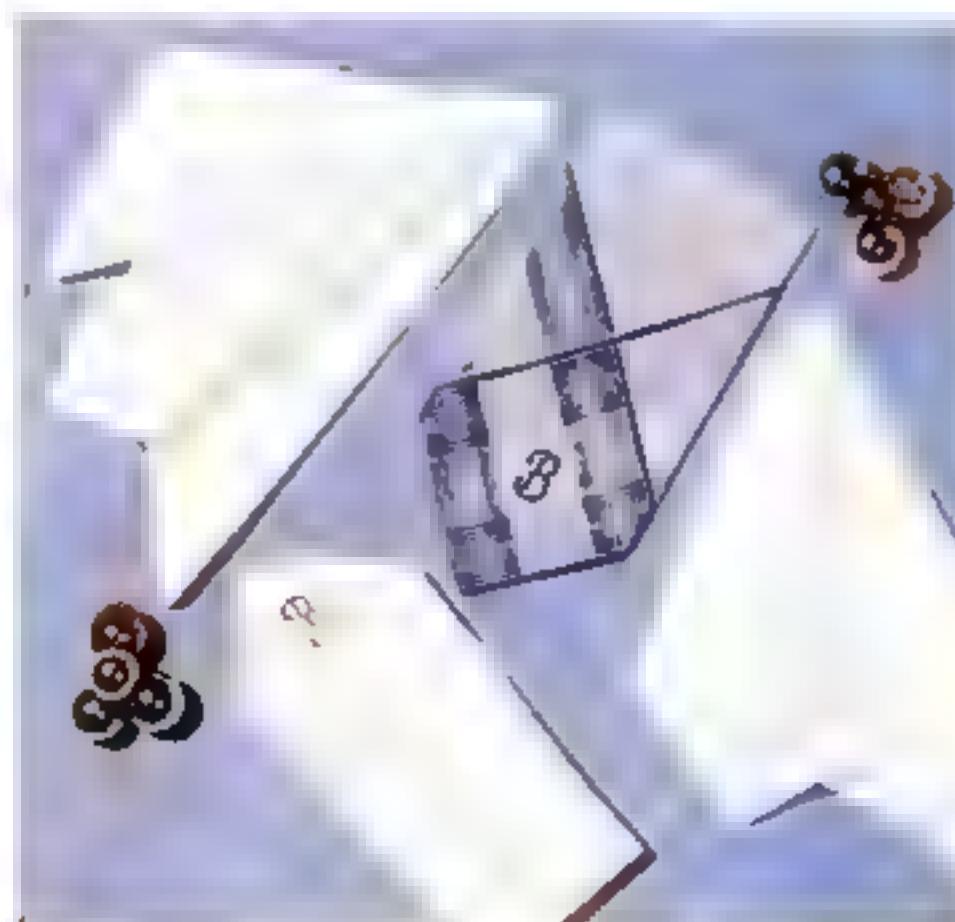
Grand gifts for sportsmen, the country over, are Arrow's solid color, pure wool, flannel shirts which are *washable!* \$10. Also shown—one of Arrow's bold "Prairie Plaids," \$7.50.



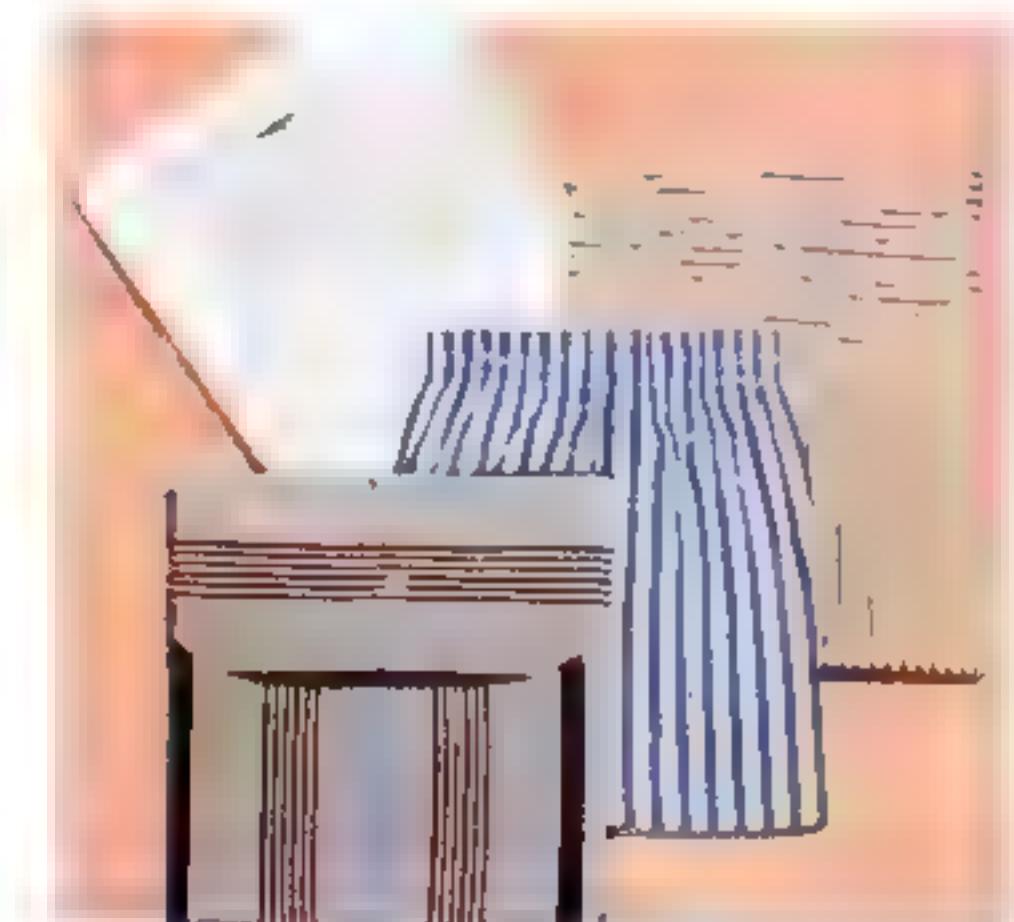
Arrow "Boutonnieres"—a sparkling new group of leaf and flower patterns which stand out against dark background colors. The fabric is a rich and luxurious "batinwood," \$1.50.



Fine Arrow handkerchiefs are a traditionally popular gift at Christmas. Pictured are some colorful man-size handkerchiefs of *super* quality combed cotton. 55¢ and 65¢.

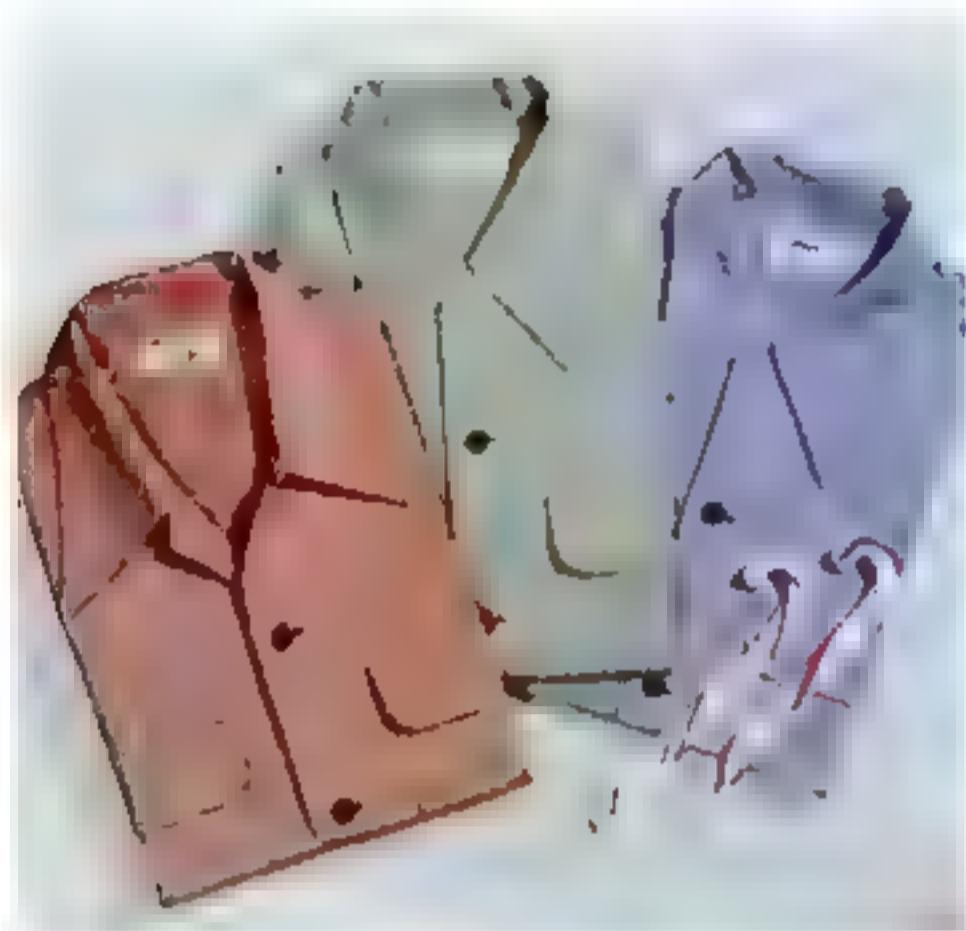


A box of snowy Arrow handkerchiefs of fine lawn or pure Irish linen is always warmly welcomed. Some men happen to prefer initialed ones. Arrow has 'em! 35¢—\$2.

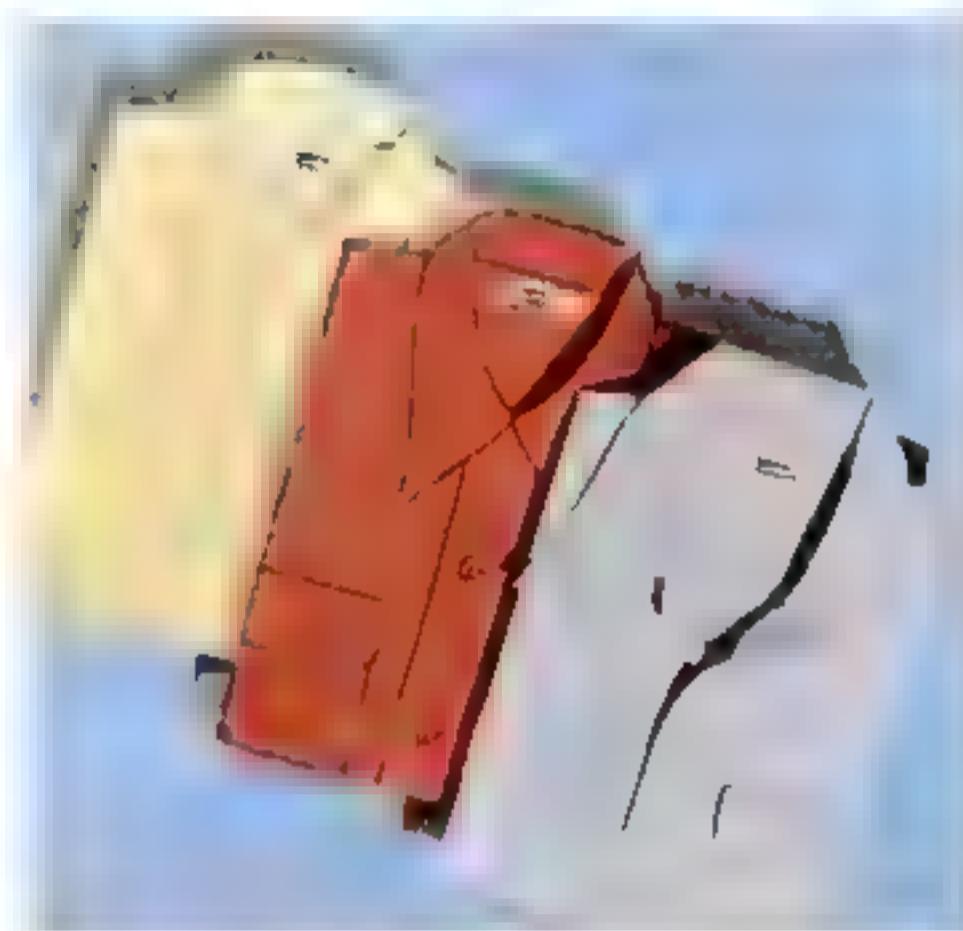


He'll have "the best seat in the house" in these exceptionally comfortable Arrow shorts which have *no chafing center seam*. \$1.25. Arrow's popular white "T" shirt, \$1.

# for men you like/love!



These easy-to-look-at sports shirts are Arrow's new Houndstooth Checks. They are Sanforized (fabric shrinkage less than 1%), hence washable as any regular Arrow shirt. \$5.



Most men like gabardine. It's a fine outdoor fabric. Arrow has eighteen shades of these famous "Gabano" sports shirts of rich, rugged, and washable gabardine. \$5.



Perfect gifts for active men—year in, year out—are Arrow's wide range of basque and gaucho-type shirts. They come with both long and short sleeves. \$1.25—\$3.95.



For the particularly discriminating male, how about this brand-new set of Arrow "Orientals"? Imaginative designs in perfect taste on a rich foulard fabric. \$2 each.



These style-right ties are Arrow's "Shadoblock" foulards featuring neat geometric figures on a fine quality, pure silk. \$2.50. Put a few of these under the tree.



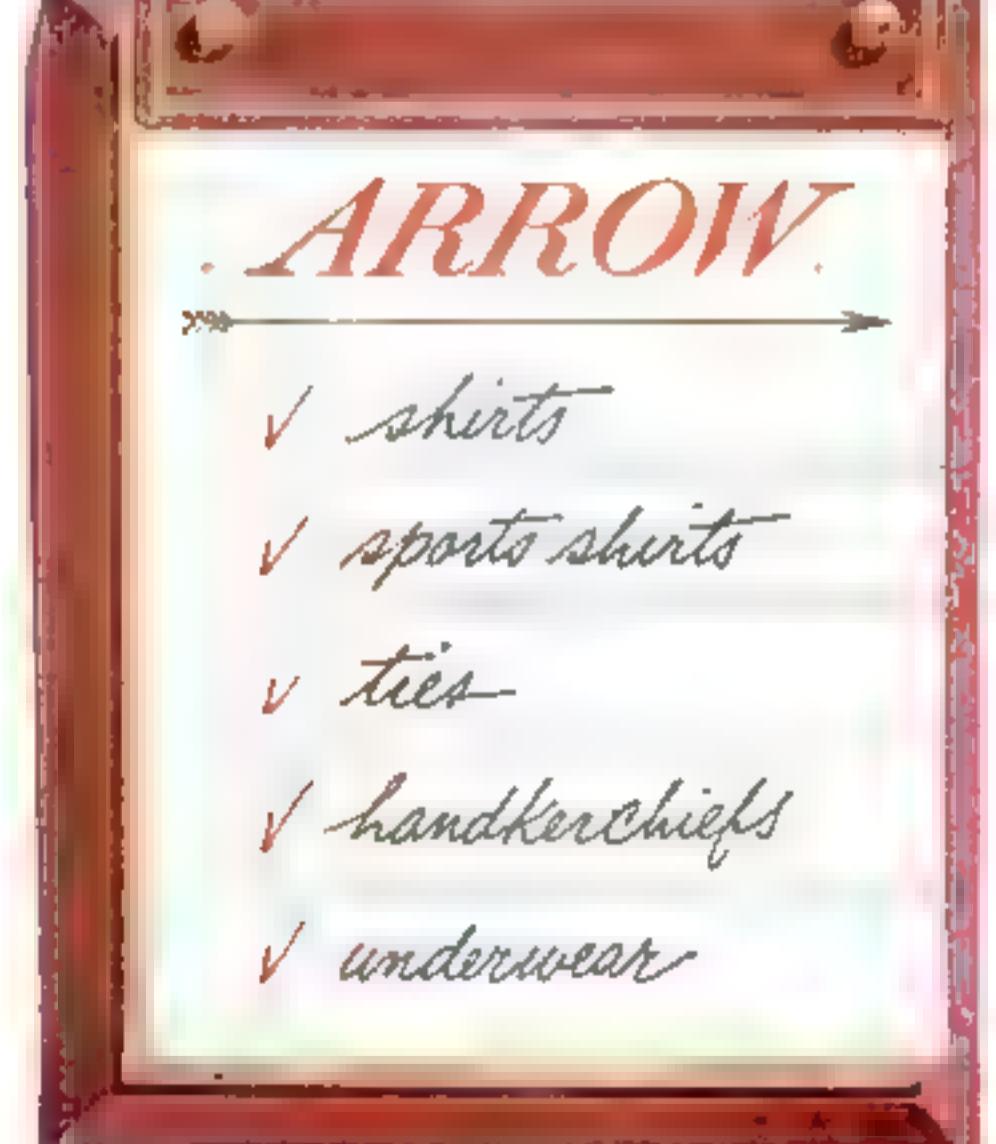
Brilliant printed patterns on a pure silk fabric are these handsome Arrow "Celestials" at \$3.50 each. Like all Arrow ties, these knot and drape superbly, and wear almost indefinitely.



Two more long-time masculine favorites are these solid color Oxford shorts. Your choice of all-elastic waistband, or elastic sides. \$1.50. The Arrow Swiss rib undershirt. 85¢.



Arrow's smart evening shirts for the holidays are represented by the Shoreham for tux, and the Kirk for tails. Perfect taste! \$6.50. Arrow also offers smart dress ties and collars.

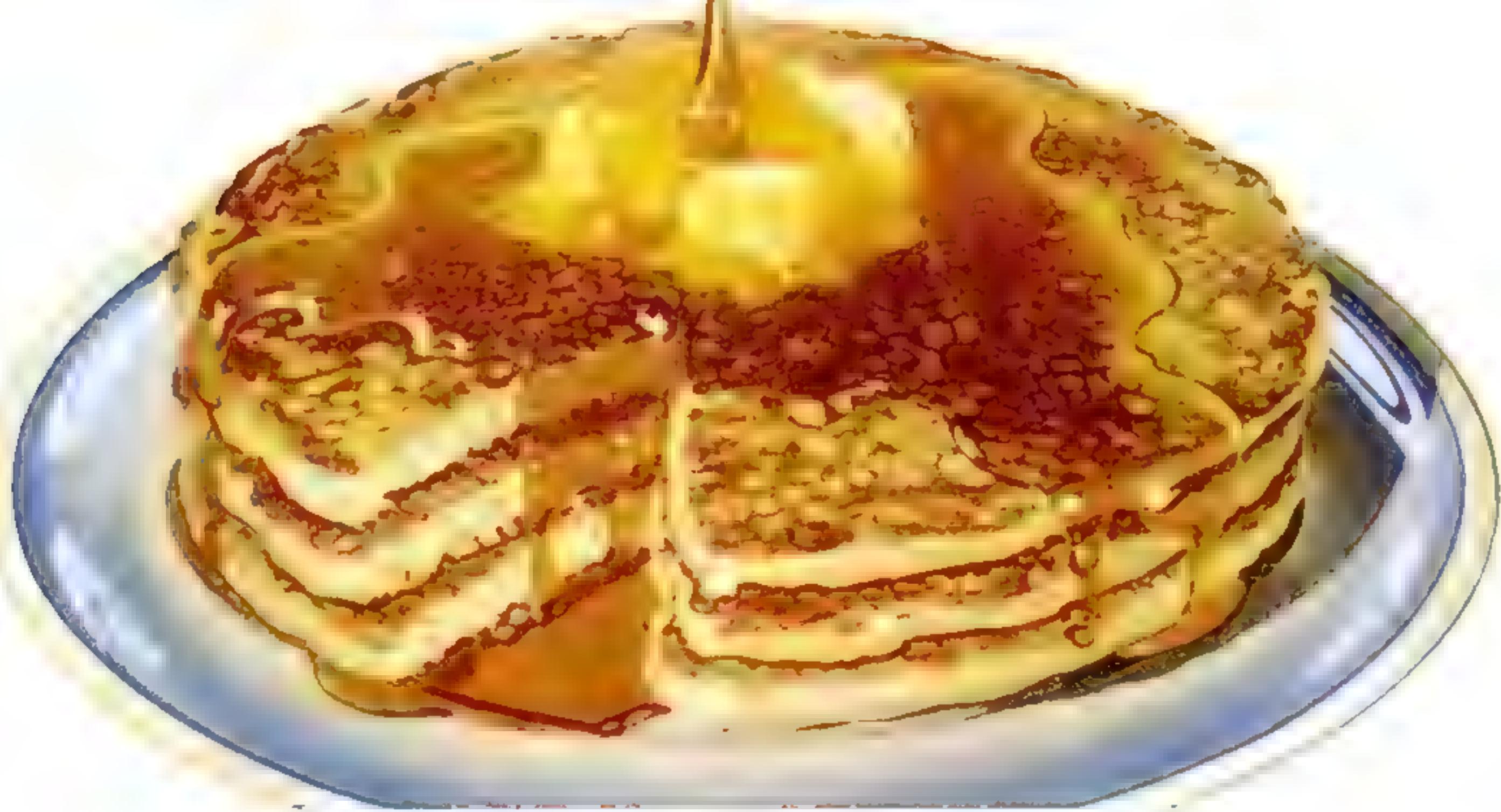


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HOFFMAN AT LONDON PRESS CONFERENCE ADVISES BRITISH TO TRIPLE SALES TO U.S.

# PAUL HOFFMAN PUTS IT UP TO EUROPE

**He wants 270 million Europeans to buy freely from one another—and that is revolutionary**

**Few Europeans understand what ECA wants of them, and few Americans are aware how much ECA is asking of Europe. It amounts to a revolution in Europe's economy. Here LIFE offers a report on these demands.**

by JOHN OSBORNE

**T**HE minister of a foreign embassy made a little gesture with his hands. Palms up, the long white fingers spread wide, he pressed them toward his caller, as though to drive home what he was saying.

"What does your Administration want us to do?" he was saying. "Do something, they tell us, do something! But what? What do they want us to do?"

The minister is an intelligent man, one of the smartest in his country's foreign service. He knows how to ask questions and get answers in Washington, where he has been stationed off and on for years. Yet he, in common with many other statesmen and politicians of Western Europe, was asking a question that had been amply answered. He was asking what Paul Hoffman of ECA meant when he recently called for "Nothing less than an integration of the Western European economy . . . an economically unified Western Europe."

Mr. Hoffman used these words on Oct. 31 in Paris, in a speech to the Council of O.E.E.C., the organization which is supposed to plan and in part to administer Marshall aid at the receiving end. With this speech Mr. Hoffman in effect told the Western Europeans:

*Integrate—or else. You promised it. Congress expects it. The U.S. public and President expect it. You can do it. If you won't do it, you probably won't get any more Marshall dollars. And without Marshall dollars you are sunk.*

Even from the spokesman of a country which has put \$17 billion into Western Europe since 1945, this was tough talk. Ever since he came out with it in Paris Mr. Hoffman has been bombarded with complaints, some outspoken and some merely hinted, that he doesn't know what he really means by "integration" and that even if he does he hasn't the slightest idea of how Western Europe is to achieve it.

## **The policy leads from one thing to another**

**O**N the record the complaints are not justified. "Integration" is now a great deal more than an economic prescription for Europe. It is the key to the whole of U.S. policy in Europe; if it had no meaning then U.S. policy would have no meaning and Western Europe would have no future. To an extent hardly realized by official Washington, Paul Hoffman in thrusting integration at Europe has set in train events and attitudes which go far beyond his own ECA. He has, for example, precipitated a rapid and significant revolution of policy toward the new government of Western Germany. The sudden show of confidence in that government, the enormous gamble on its competence and good faith recently taken by the U.S., British and French governments follow indirectly from the Hoffman doctrine that only an integrated Western Europe can safely embrace a revived Western Germany. ECA's own future also turns upon integration. On the strength of Mr. Hoffman's Paris speech Congress will be justified in refusing to renew Marshall aid if by early 1950 the governments of Western Europe have failed to do a lot of what he asks. And, as Mr. Hoffman will soon be telling Congress, an abrupt end of Marshall aid next year could cause a quick return to political and economic bankruptcy in Western Europe.

Paul Hoffman's position is perfectly clear. He knows what he wants. He knows why he wants it. And he knows exactly what he expects the governments of Western Europe to do about it right away—the first steps toward integration. He does not pretend to

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cigarette  
less irritating!



Many doctors recommend this crystal filter cigarette holder to reduce nose and throat irritation



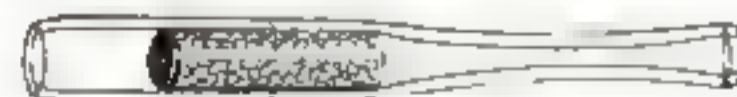
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you can really *do* something about  
nicotine and throat irritants—  
*no matter what cigarette you smoke!*

Nothing in the world filters  
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You can *see* the evidence in the  
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irritants trapped in that filter  
would have reached your nose,  
throat... and lungs!

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Denicotea. The smoke is cleaner,  
cooler. You'll appreciate the  
difference *immediately!*  
At tobacco counters everywhere.

Lady Denicotea long, slim,  
with gold tone ejector, \$2.50

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*Showing position of Denicotea crystal filter*

**dunhill**

**DE-NICOTEA**  
Crystal Filter Cigarette Holder



**FRANCO-GERMAN AMITY** is exhibited by High Commissioner François-Poncet (left) and Chancellor Konrad Adenauer after decision limiting plant dismantling. Though a major French concession, it followed logically, since Germany is needed in an integrated Europe.

#### PAUL HOFFMAN CONTINUED

know the precise nature of the final steps to be taken nor to foresee the exact and ultimate structure of an integrated Western Europe.

What does he want? The answer is in his Paris speech: "The substance of such integration," he said then, "would be the formation of a single large market . . . a permanent, freely trading area comprising 270 million consumers in Western Europe." Why does he want it? In another speech he said after he returned from Paris, ". . . We are just now fully realizing that Europe's inability to compete in the world today is due in large part to the fact that increasingly for 50 years European producers have been freed from the necessity of competing in their own home markets. Trade restrictions have more and more removed the pressure of foreign competition and behind trade barriers basic industries in small national economies have not found it difficult to stifle internal competition."

Mr. Hoffman expects Western Europe to do four immediate things, or at least to prove beyond doubt that it intends to get them done in 1950. Two of these steps he described in his Paris speech. Two of them he describes upon inquiry—the kind of inquiry that any statesman who cares to take the trouble can make. The four things are:

1. Beef up O.E.E.C.—the organization through which the European governments themselves take part in the Marshall Plan—in two ways. First, get the Europeans to choose a man of cabinet rank who can really talk to and if necessary talk back to the heads of governments. Second, enlarge O.E.E.C.'s functions, now mainly advisory, by making it the chosen instrument of integration, charge with clear and real responsibility for reshaping Western Europe to ECA specifications.

2. Step up the flow of trade within Western Europe by some changes in what is formidably called "the intra-European payments scheme." Complex in detail and terminology, the purpose of this scheme is simple enough—to make the English pound, the French franc or any other national currency equally acceptable anywhere within Europe, so that each country can buy and sell easily in every other. The present scheme, supported in part by ECA funds, falls far short of the goal. Now ECA is prepared, Congress willing, to support an improved payments scheme with a bigger proportion of Marshall dollars, provided that the governments participating are willing to give it purpose and muscle with a central clearinghouse and perhaps a new Central Bank serving the whole of Western Europe.

3. Free at least half of Western Europe's private trade of the quota restrictions by which countries commonly limit the amount of goods they take from each other. The governments most concerned have agreed to it in principle, and Mr. Hoffman is now asking that they actually put the principle to work.

4. Completely abolish what Mr. Hoffman calls "double pricing"—the practice, not unknown to U.S. business, of selling cheap at home and squeezing all the traffic will bear abroad.

CONTINUED ON PAGE 36

most likely to succeed  
on Christmas Day



"caribou cardigan"  
because everybody loves  
the design, because it's a  
cardigan in Jantzen  
Weatherknit 12.95

"manhattan" because  
It's Jantzen Nylo-Fleece,  
nylon plus wool, washable,  
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## MONTY WOOLLEY

("the man who came to dinner")

### tells how he'd like to be entertained for the holidays



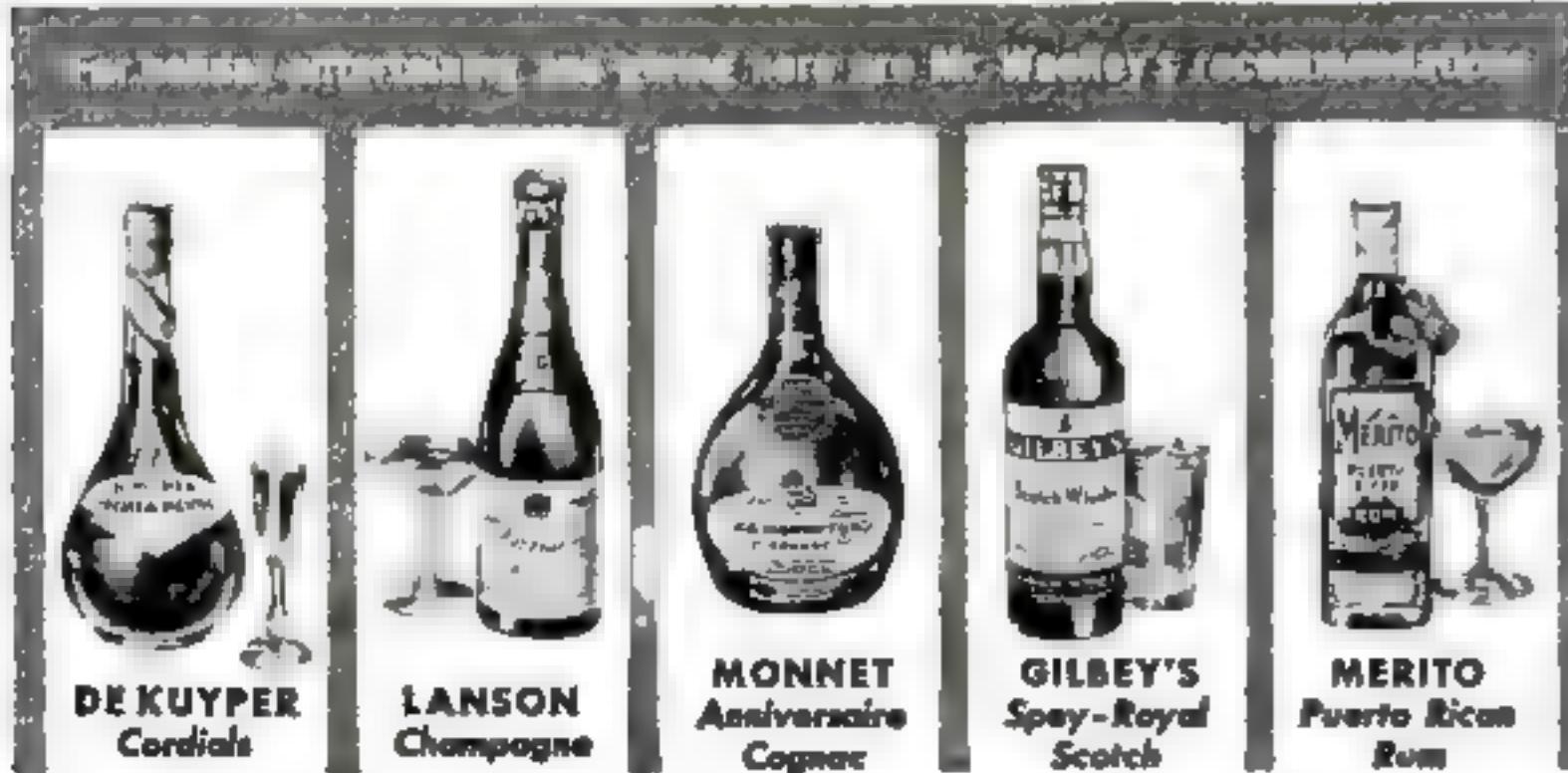
"NOT LIKE THIS!"

If you are planning to invite me for holiday dinner, I pray you, good sir or madam, give some small requests I am about to make careful consideration. Otherwise, I will be bored to distraction and not nearly as good company as my own gentle, cheerful, imperturbable nature normally allows.

First, have your walks carefully cleaned of all snow. This year, I want to enjoy my dinner in a chair—one without wheels. And secondly, just be yourself; in a more gracious age hosts and hostesses used to act like normal people—now they act like masters of ceremonies.

Don't be so determinedly cordial or doggedly gay. But if you must, don't attempt to inflict this merriment, so-called, on me. I will not wear a preposterous paper hat or take part in grotesque rituals like musical chairs, charades or dancing the samba!

Rather, in the name of holiday hospitality, invite me to sit down with you and dedicate that area between my mustache and beard to toasting in the holiday—making certain, of course, that the proper refreshments for so traditional a task are at my elbow. For, as a conscientious host or hostess, you will feel an honest obligation towards my pleasure and well-being. Therefore, have on hand the distinguished potables depicted below. I like them. You will like them. Your friends will be delighted with them for they make gracious, noble Christmas gifts. What could be better?



Monnet Anniversaire Cognac—82 proof • Gilbey's Spey-Royal Blended Scotch Whisky—100% Scotch Whiskies—86.8 Proof • Merito Rum—86 Proof • De Kuyper Creme de Menthe—60 Proof • National Distillers Products Corp., New York

### PAUL HOFFMAN CONTINUED

None of these things is easy to do, and Mr. Hoffman does not say they are easy ("I know," he said in Paris, "that the difficulties . . . will spring all too readily to mind. . . ."). Some of them will be very hard to do. For instance, Western Europe cannot make O.E.E.C. a real instrument of integration without giving it powers of choice and decision that no national government cares to surrender. A Central Bank could mean nothing unless the member countries passed to it powers and responsibilities now sacred to national treasuries and banks. Even a mild broadening of the payments scheme, to increase the amount of open trade that it could finance, would involve some risks for countries with weak currencies and low reserves.

For one thing, he does not expect his immediate proposals to close Western Europe's famous and persistent "dollar gap"—the difference between what it must have from the dollar world and what it earns in regular trade. If the countries of Western Europe do all that he is asking them to do about integration, they will still have some dollar deficit at the end of 1950, of 1951 and very probably in mid-1952 when ECA is due to fold up. For Mr. Hoffman the point of integration is not that it will cure Western Europe of dollar sickness but that it will put Western Europe in better shape to earn its living in world markets.

#### In the name and promise of competition

FOR another thing, he does not expect the British to go as far in actual integration as the continental governments are asked to go. After two years of uncertainty ECA now accepts the London view that with its multiple ties to the Empire, the Commonwealth and the vast sterling area, Great Britain can be "with" but not "of" the continent in economic matters. ECA has learned the hard way that despite everything the influence and direct power of Great Britain on the continent are still enormous; nothing important happens unless the British Government wants it to happen. Mr. Hoffman asks first of all that the British do not sabotage the simplest move toward economic reform by standing silent; and the word "sabotage" is often used by U.S. officials to make the point. Acquiescence, plus encouragement, plus leadership at the critical stages. . . .

"In other words," said a British official the other day, "you know we aren't going to live in the house, but you want us to build it."

Mr. Hoffman would probably agree, with the added notation that a lot of British trade, British profits and British security will come out of the house regardless of who builds it.

Mr. Hoffman is aware that he is asking a lot of the Europeans who after all inhabit and make up Western Europe. He is asking them to make over themselves, their countries, their part of the world in a competitive image that all too many of them have forgotten—if they ever knew it. He is asking them, in the name and promise of competition for efficiency's sake, to give up the protections that more and more people in the 20th Century tend to confuse with "security." And in this too he knows pretty well what he is doing, better than many a dubious European statesman might think. He put it all into one sentence of a recent speech.

"No one," he said, "really likes competition."



THINKING OF AMERICA, Cartoonist Fitzpatrick captioned this "One We Can't Afford to Miss" but new ECA policy means that Europe must also field this ball. Europe knows little about baseball and almost as little about the kind of competition now asked of her.

# Santa discovers Gold ...IN HOLLYWOOD

Thrill her with gorgeous golden  
gifts of glamour

by *Max Factor*

secrets of make-up  
encaised in gold  
\$1.00 to \$6.50

**C**hristmas shopping is so easy with Max Factor's bonanza of golden-packaged Gifts in Color Harmony ensembles for blondes, brunettes, brownettes, redheads.

**1. LIP FAVORS...** New Pink Velvet, Coral Glow and Pink Secret Lipsticks in golden bell, star, Christmas tree for surprise gifts...for her, or a harem! \$1.00 each

**2. GOLDEN BOOK OF BEAUTY...** Play Santa and give her Pan-Cake, the original cake make-up, or Pan-Stik, the revolutionary new cream make-up, plus a "well-behaved" Lipstick. \$2.50

**3. MY MAKE-UP SECRET...** Autographed by the Hollywood Star who symbolizes her type, Face Powder, Rouge and Lipstick in her correct Color Harmony Shades. \$2.50

**4. GLAMOUR IN GOLD ...** You won't need mis-derec when you thrill her with her correct Color Harmony in Pan-Cake, or Pan-Stik, Face Powder, Rouge and Lipstick. \$4.00

**5. GOLDEN BEAUTY FUTURE ...** There's real "Glamour in Gold" in this set of Pan-Cake Make-Up, Face Powder, Rouge, Skin Freshener, Cologne and a Lipstick "that really stays on." \$6.50

**6. JEWELS OF BEAUTY...** You'll "strike it rich" when you introduce her to Max Factor's exquisite Vanity and new gold-finish Lip Brush, plus a "well-behaved" Lipstick. \$6.50

Personalized  
for Her Type...  She'll know you  
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#### Give Toil-Free Washdays With Hotpoint's Great New Automatic Clothes Washer!

Here's a gift that combines sense with sentiment! Hotpoint's revolutionary automatic washer with Swirlaway water action, improved agitator principle and smooth, vibrationless fluid drive gives cleaner washes every time. It thoroughly spin-dries clothes. Hotpoint's Wond-R-Dial and Flexible Fill save hot water, save time, save work! ▶

Serve The Year Around!



# Saving Automatic Dishwasher

**This Christmas, Banish Dishpan Drudgery Once And For All With A Hotpoint—Only Front-Opening Automatic Dishwasher With Electric Drying And A Table Top!**

EVERY woman lucky enough to get a Hotpoint Dishwasher for Christmas receives a gift that truly *keeps on giving and giving!* With this beautiful, new, wonder-working appliance on the job, she can say good-by and good riddance to dishpan drudgery—enjoy extra hours of leisure all year round.

● The new Hotpoint Automatic Dishwasher is the greatest time- and labor-saving appliance ever invented for the home. Just load it and set the dial. Automatically, your dishes are double-washed, double-rinsed and dried electrically. You save at least an hour of drudgery every single day! And Hotpoint's Automatic Dishwasher protects the health of your family by doing your dishes the sanitary way—many, many times cleaner than is possible by hand!

● You'll enjoy Hotpoint's *front opening* for easy loading. You'll like Hotpoint's *table top* that gives you more than four square feet of extra working space. And Hotpoint's *real electric drying* with exclusive high-speed Calrod® heating unit dries your dishes quickly, thoroughly and hygienically.

● Remember, this Hotpoint Automatic Dishwasher costs only a few pennies a day to operate—saves many hours of tiresome, monotonous work. See your Hotpoint dealer now to insure Christmas delivery. Hotpoint Inc.,\* 5600 West Taylor Street, Chicago 44, Illinois.



**Let Hotpoint's Wonderful Pushbutton Cooking Make This Christmas Long Remembered!**

Most beautiful and complete of all ranges, the new Hotpoint with "Pushbutton Cooking" and "Talking Colors" sets entirely new standards of speed, convenience and cooking accuracy! Its 36 "miracle" features include such exciting advantages as the world's fastest broiler—that cooks steaks for 12 people in 10 minutes—a reusable 4th surface unit and the famous Sealed-Heat Oven which bakes to perfection!

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2. Engine Turned. In shimmering 14 karat gold, \$175 plus tax. Sterling silver, \$20 plus tax. Chrome, \$5.

3. Deluxe Case. In sterling silver, \$15 plus tax. 14 karat gold, \$165 plus tax.

4. Brush Finish. In rich looking, satiny chrome, \$3. Bright Finish Chrome, \$4. Engraving \$1.

5. "Lady Bradford." Zippo's new sparkle-bright table lighter! A gleaming beauty of modern, sculptured design. Exceptionally large fuel reservoir. \$12.50.

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Make your gift-Zippo more cherished than ever. Have it engraved with initials, signature or handwritten message. Only \$1 extra. Ask your dealer or write Zippo for FREE brochure showing other styles and prices.



GUARANTEE! Zippo Lighters are unconditionally guaranteed... will never cost anyone a penny to repair.



VIVIAN BURNETT, WRITER'S SON, WAS HER MODEL FOR FAUNTLEROY

# Little Lord Fauntleroy

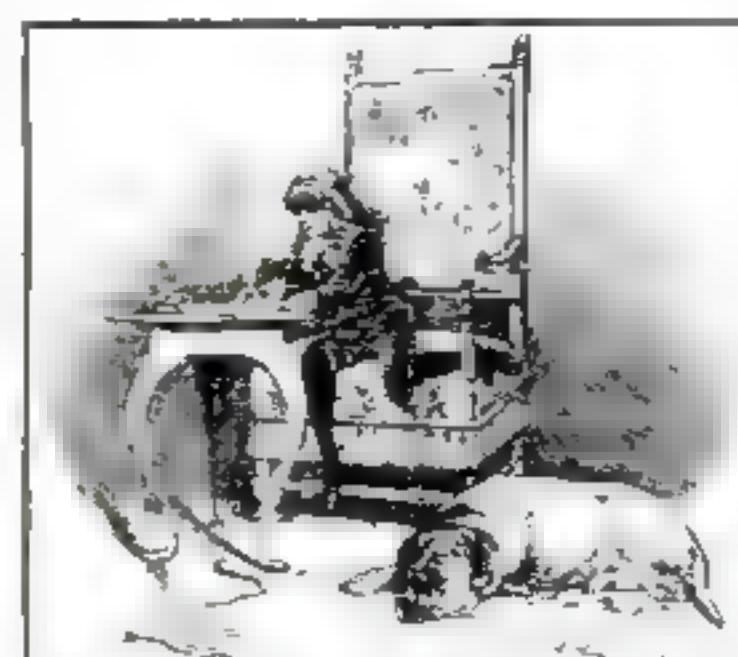
## THIS IS CENTENNIAL OF HIS CREATOR'S BIRTH

Even today, as they look at the picture above, thousands of U.S. males will feel a touch of secret shame. For if they are over 50 the chances are remarkably good that they were once forced to appear in public in the outlandish lace and velvet costume the little boy is wearing. The little boy himself never did recover from the stigma. He is Vivian Burnett, the prototype of Little Lord Fauntleroy, the darling of mothers and the abomination of a whole generation of fathers and sons of 50-odd years ago.

It was all started by a sweet little lady named Frances Hodgson Burnett (pp. 74, 79), who was born 100 years ago this month. She wrote *Little Lord Fauntleroy* in 1885 as a magazine serial—a sentimental story about the trials of an angelic little boy (modelled after Vivian, her son) who discovered he was an earl and went to England to live. From the first the story was a fabulous success. In novel form it sold hundreds of thousands of copies in English, French, Italian

and German. As a play it was an all-time hit. In London, Vera Brolanger played the title role for 680 performances. On Broadway, Elsie Leslie played it for four years. Shortly after the New York opening 400 companies were staging it simultaneously in the U.S.

Not surprisingly, the story changed the lives of all those involved. Vivian perhaps fared the worst—even as a track star at Harvard he was to hear the grandstands shout "Fauntleroy—Mama's boy." Even at his death (at 61 while heroically rescuing some drowning yachtsmen) the papers headlined "Little Lord Fauntleroy Dies." Reginald Birch, the artist whose drawings (left) illustrated the original story, fared little better. "Oh God," he said before his death 12 years ago, "they will still insist on talking about Fauntleroy. All my work of better quality has been pushed in the background." As for early child actors who starred in the role, almost all went on to complete obscurity—nobody could visualize them in any other part.



FAUNTLEROY DRAWINGS plagued Artist Reginald Birch for the rest of his life.

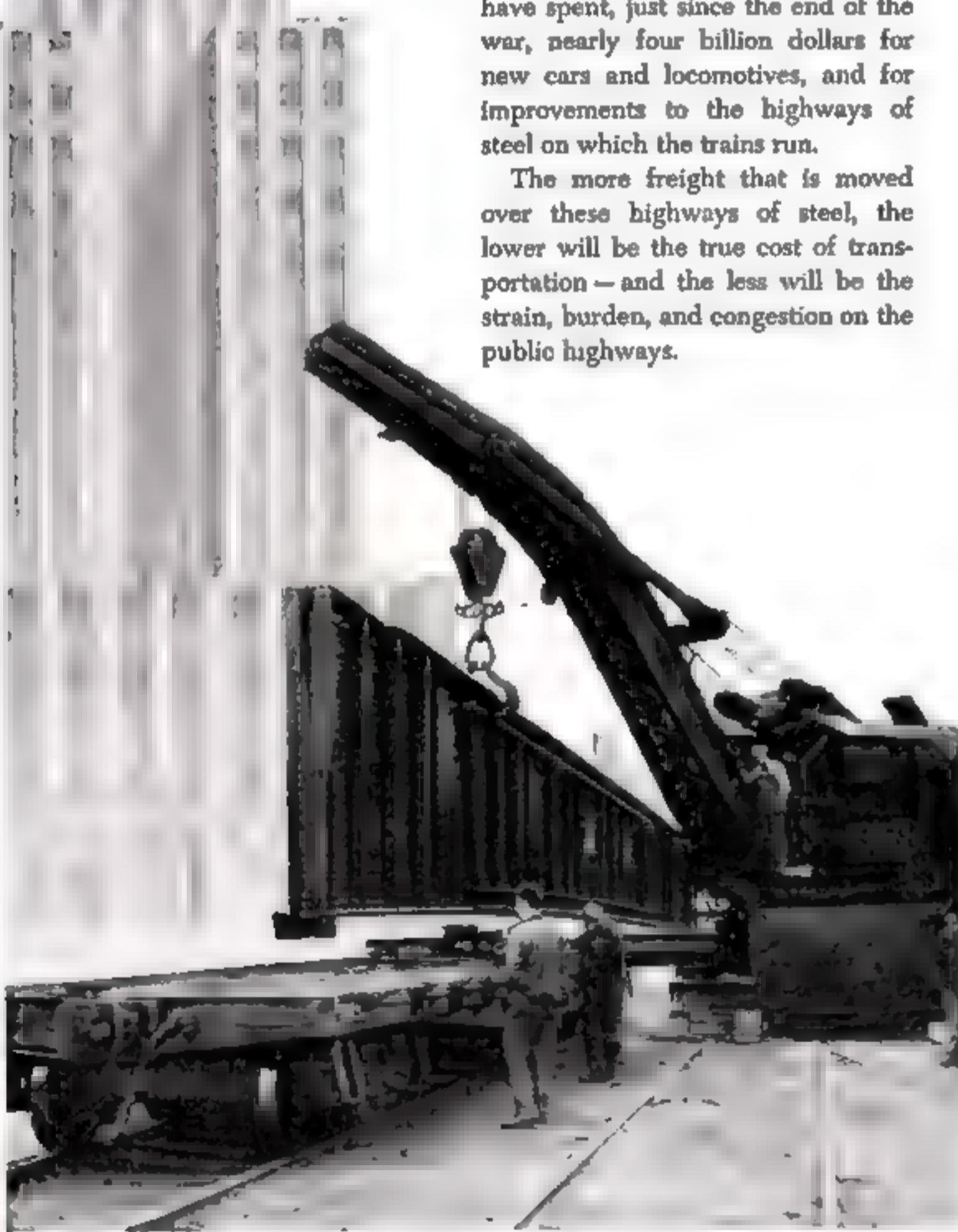
# Skyscrapers grow on Railroad Sidings

Steel for a skyscraper starts a long way from the site of the building — in ore pits, in mines and quarries, on railroad cars. The skyscraper itself begins to take shape on the railroad siding of a fabricating plant, as each numbered piece of steel is loaded on cars for delivery at the building site in its proper order for use.

This is but one example of the services of railroads — the one form of transportation which stands ready to move *anything* movable, for any shipper, in any quantity, in any season of the year, and anywhere the rails run.

This true common carrier service of the railroads is basic to our American economy — to our daily lives. To improve their service, the railroads have spent, just since the end of the war, nearly four billion dollars for new cars and locomotives, and for improvements to the highways of steel on which the trains run.

The more freight that is moved over these highways of steel, the lower will be the true cost of transportation — and the less will be the strain, burden, and congestion on the public highways.



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THE INSPIRATION for Fauntleroy costume was Poet Oscar Wilde, who wore these elegant clothes when he paid a visit to Mrs. Burnett in 1882. She dressed Vivian in her own version.



FIRST BOY and second child to play the role in U.S. was Tommy Russell, who is shown here in the approved Fauntleroy riding dress.



MOST PRIMPED Fauntleroy may well have been Ray Maskell. He suffered fate of most Fauntleroys: the role typed the actor.



POPULAR FAUNTLEROY was Gertie Homan, great-granddaughter of the German dramatist, Schiller. The plumed hat was standard.



FAMED PIANIST Josef Hofmann wore Fauntleroy suit at his concert debut as a 10-year-old prodigy. He escaped long hairdo.



**BUSTER KEATON** was only one of the early Fauntleroy actors to achieve fame as an adult. He made a tour of New England in the role when he was 10 years old. His part was 75 pages long.



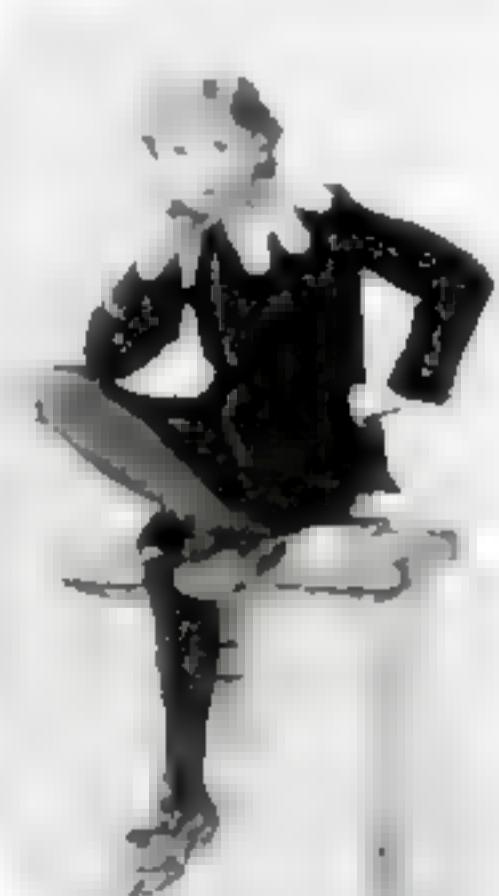
**THIRD PLAYER** of role was Willie Eddinger, who had lovely hair but looked a little more rough and ready than the others.



**FIRST PLAYER** of Little Lord Fauntleroy role in U.S. was Elsie Leslie, who here leans on another member of the Broadway cast.



**ANOTHER PRODIGY** turned Fauntleroy for concerts, Otto Hegner tried to match Hofmann but wasn't prodigious enough.



**NEW LOOK** was added by Cyril Tyler, who here foreshadows Peter Pan. A sensational boy singer, Tyler toured the U.S. and Europe.

CONTINUED ON NEXT PAGE



no matter who gets this gift...  
everybody wants to be **NEXT**

# ESQUIRE BOOT POLISH FOOTMAN

THE COMPLETE HOME SHOE SHINE OUTFIT

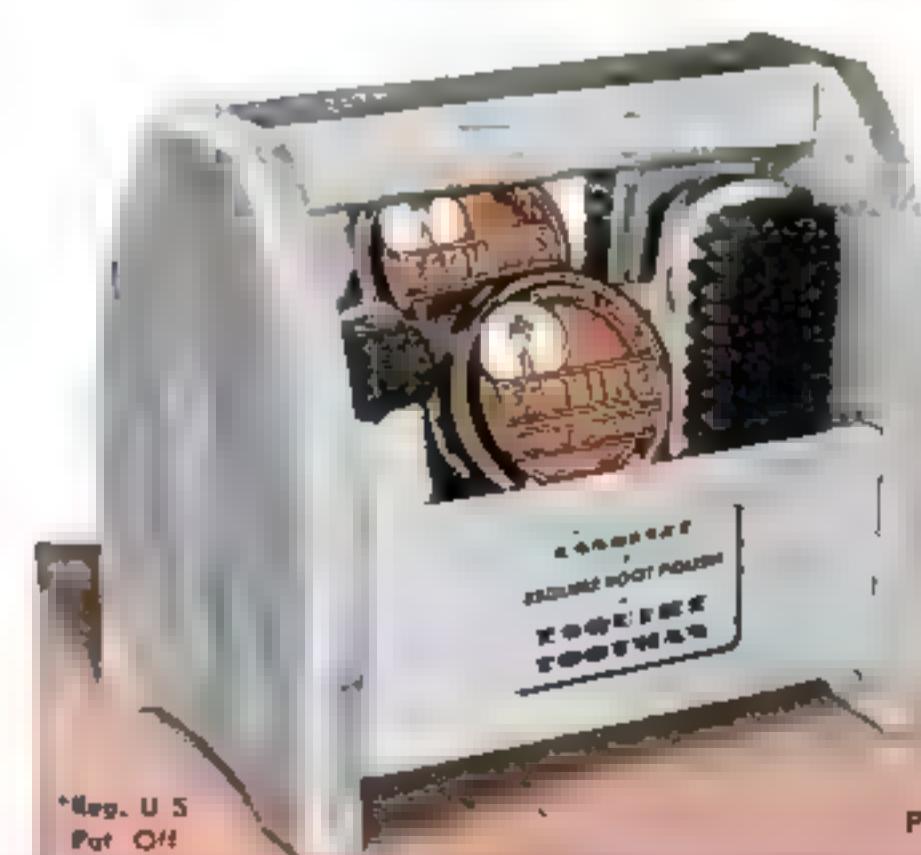
Wonderful new Christmas gift idea that will be welcomed by every member of the family. Everything you need to Lanolize\* your shoes for a brighter, longer-lasting Looking-Glass shine — right at your finger tips. No more scratched chairs or scuffed radiators. The Esquire Footman has a place for everything... including your foot. It's neat, handy, fun to use.

**\$4.95**  
Ninety  
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Wool

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#### CONTENTS

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Makers of the famous Esquire Boot Polish

\*Reg. U.S. Pat. Off.

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Never neglect a  
heel blister

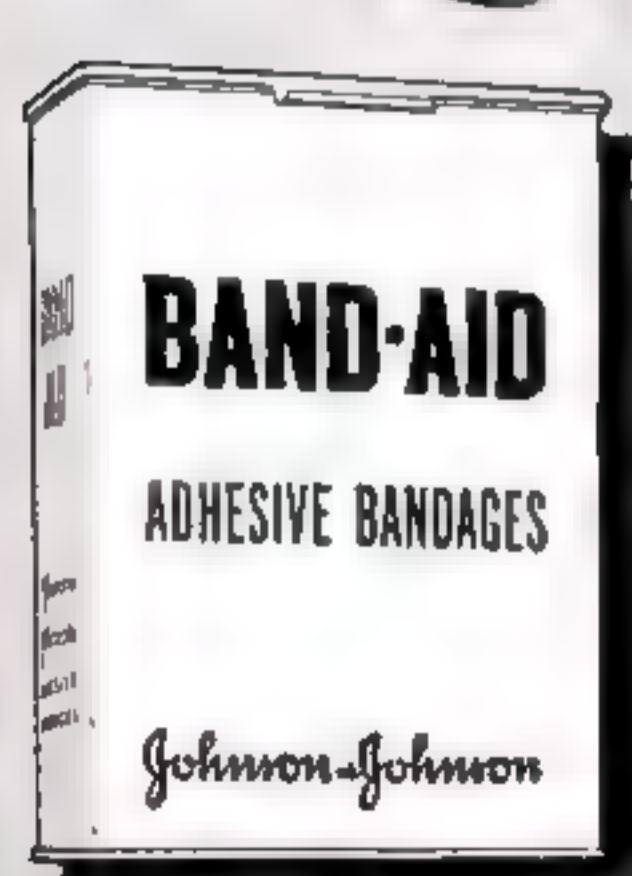


The tiniest injury can become infected. Never take a chance!

Always use BAND-AID, the adhesive bandage that always comes to you individually wrapped, 100% sterile.

**Caution:** Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

6 to 1 choice in  
doctors'  
recommendations



\*BAND-AID MEANS  
MADE BY JOHNSON & JOHNSON



FRANCES HODGSON BURNETT, Fauntleroy's creator acted unworkably, but was one of best-paid writers of her time.

## SWEET DEAREST

Frances Hodgson Burnett, the author of *Little Lord Fauntleroy*, was the outstanding sentimentalist of a sentimental age. She herself was as extraordinary as any of her characters and her life could have served as a plot for any of her stories. Born Fannie Hodgson in England in 1849, she and four brothers and sisters were brought to Tennessee by their mother after their father died and his business failed. They expected to join a rich uncle in Knoxville, but when they got there he too had become penniless and they had to settle in a log cabin. Fannie, then 16, taught school in the cabin's attic and in her spare time wrote two stories and sent them to *Godey's Lady's Book* with the note, "My object is remuneration." Remuneration came in the form of \$35 and from that time until her death she wrote steadily, turning out 40 novels and 10 children's books besides a torrent of magazine articles. She became one of the most successful authors in the Western Hemisphere. Not a word she wrote was ever refused by a publisher.

Before she wrote *Little Lord Fauntleroy*, Frances married an eye doctor named Swan Burnett, moved to Washington and had two sons. She was a short plumpish woman with a large head, an aquiline nose and a domed forehead over which she trained a cherished bang. She held herself at all times with such an exaggeratedly erect carriage that she seemed to tip over backward. She ate sparingly, sometimes living for days on little more than buttermilk, was a great smoker and had the odd habit of holding in one hand a cream peppermint from which she nibbled after each puff. She wanted everyone to think she was little and precious and fluffy, which was the way she thought of herself.

In Washington, Mrs. Burnett turned into something of a character. To accentuate her tininess she began starting her letters, even to people of ordinary size, with "Dear Tall So-and-So" and "Dear Big, Immense So-

CONTINUED ON PAGE 79

# STOP GOO

# MILANO

## LOCKMOUNT

a more enjoyable pipe  
for 4 good reasons

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guarantees  
tight fit

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3. **PERMANENT**  
**CORK SEAL**  
keeps shank  
clean, dry

4. Sweet-smoking  
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A revelation in entertainment for the entire family. Records children's voices, singing, radio programs etc. with marvelous fidelity. Full hour recording on each reel. \$159.50

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Rapid load! 5 speeds with slow motion. F 2.5 lens, tax inc., \$87.50  
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Revere equipment is so easy to use. Anyone who can take snapshots can take and show movies to be proud of—right from the very start. Proud, too, of Revere's smart design . . . the look of quality that wins admiration from all who see it.

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REVERE CAMERA COMPANY • CHICAGO 16

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CINÉ EQUIPMENT

*In pursuit of happiness Revere adds to your pleasure*





*It's an old  
American Custom\**



*to give a Gruen Watch*



Anniversary Rita, \$29.75



Gruen Bride, \$49.75



Curvex Charm, \$67.50



Gruen Queen, diamond dial, \$100



Veri Thin Lucerne, 8 diamonds, \$300



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An old, old custom, indeed... yet the gift of a Gruen watch, is a thrill that's ever new! Fingers tremble with anticipation... eyes light up with pride as the one you love unwraps this most treasured of all gifts... Gruen... the *Precision watch*. At your jeweler's, you'll find a brilliant selection of new Gruen watch styles for men and women. The wrist-curved Curvex... the thin, thin Veri-Thin... stunning diamond-dial and diamond set models... the modern self-winding Autowind... and the functional ultra-new Ristside. Prices from \$29.75 to \$250.00; with precious stones up to \$5000, including federal taxes. Gruen is the official timepiece of TWA—Trans World Airline. The Gruen Watch Company, Time Hill, Cincinnati 6, Ohio, U. S. A. In Canada: Toronto, Ontario.

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*for three quarters of a century*



*for Christmas*



Anniversary Eagle, \$39.75



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THE *Precision* WATCH



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Millions of bottles are bought  
by men who like that

*clear  
clean  
taste*

Taste is mighty tough to put into words. But take a look at the delighted gleam in Br'er Rabbit's eyes as he nibbles his carrot and you'll appreciate what we mean by "clear, clean taste". It's that clear, clean taste that has set millions of men calling for P.M. every p.m. Try it and enjoy it.

**P.M.**  
BLENDED WHISKEY



National Distillers Products Corporation, New York, N. Y. Blended Whiskey. 86 Proof. 67½% Grain Neutral Spirits.

## FAUNTLEROY CONTINUED

and-So" and to point out her fluffiness she often signed them "Fluffy" or "Fluffins" or even "Fluffianoromous." She became fascinated by robins and robins became a favorite subject. They played parts in several of her stories—she even thought of herself as a robin. Other robins, she would announce with eyes as wide as a child's, thought of her as a robin too. "There was one robin in a garden," she would say, "that loved me. When we were alone, with only roses and bees and sunshine, he told me. I said to him, 'You are a little soul and I am a little soul. . . . I love you and love you, little soul.'"

As success came to Mrs. Burnett and she began to be more and more sought after for parties and literary teas, she dressed in a stranger and stranger manner. Her taste in clothes had always leaned to the ribbony, lacy creation, and now her dresses became positively showered with frills and furbelows. Dressed in such dainties she

loved to sit in her parlor and hold what she thought of as exquisite salons. Into this room, past her china pug dogs in the hall, would come celebrities and guests to hear her charming chatter. But more important, into this room every afternoon, dressed in their prettiest clothes, would come her two sons, Lionel and Vivian.

It was with her children that Frances Burnett was always happiest. She spent her life watching and loving and doing her best to

spoil them, and the customs of the day conspired to make this easy for her. In 1890 there was no talk of a "silver cord" or the danger of a mother fixation. Mrs. Burnett was free to be as sentimental as she wanted, writing of Vivian's early months that "He has stealthily applied himself to putting forth a lovely little gold fuzz all over his head and there is a tiny curl at the ends—he has asked somebody or something, perhaps a fairy, what kind of hair I like with brown eyes and he is doing it on purpose." But it was always herself, the lovely little mother, who figured most largely in her own thoughts. She said of her boys, "They had always an idea that, after all, their mother was a sort of little girl—she was little to look at and had curly hair like their own and she used to sit on the nursery floor and build houses or play marbles with them and they enjoyed themselves most of all with her." Later she recalled Vivian's first bunch of violets. "It is nearly 14 years since they were first laid at my feet . . . but I can still hear yet the sound of small feet climbing up the staircase, stoutly but carefully, the exultant voice shouting at intervals all the way up from the first flight, "Sweet Dearest! Sweet Dearest! I got somfin for you!"

It was easy to see that from Vivian it was only a step to Cedric, Little Lord Fauntleroy. It was, in fact, no step at all. Vivian was Cedric. He even started her on the story by asking why she didn't write something that little boys would like to read. Then Frances Burnett simply took his character and "put him in a quite new world to see what he would do."

Mrs. Burnett kept on writing hard right up to the very last. She wrote even when she was so ill that she had to lie on her back and hold her yellow pad in the air close to her eyes. She turned out the *Head of the House of Coombe*, last of her 40 novels, two years before her death and was working on a new novel, a play and a magazine series when she died on Long Island in 1924.

—DOROTHY KUNHARDT



VIVIAN AT HARVARD

TO PUT HIS CHRISTMAS STOCKINGS IN . . .

## Evans HAND TURNED Slippers



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*Always the greatest gift in the world for a man*

Always an easy gift to find, too, for good stores everywhere always have Evans Slippers in stock in smart, colorful styles.

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*Your guide to the best in Men's Slippers*



# GUARD AGAINST THROAT-SCRATCH

*enjoy smooth smoking*

**PALL MALL's**

greater length of fine tobaccos  
travels the smoke further...

**filters the smoke  
and makes it mild**

**PUFF BY PUFF... YOU'RE ALWAYS AHEAD**  
Take 5 puffs or 10... or 15... or 17... when you smoke **PALL MALL**

Puff by Puff 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

You're Always Ahead



**Study the puff chart!** At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette—or 10, or 15, or 17—PALL MALL still gives you a longer, natural filter of fine tobaccos—guards against throat-scratch.

*Outstanding—and they are mild!*



FOUR OF THE NAVY'S "BLUE ANGELS" SOAR UPWARD AT 45° ANGLE JUST BEFORE TURNING THE JET PLANES ON THEIR BACKS IN THE "DIAMOND ROLL" (BELOW)

## "THE BLUE ANGELS"

Jets fly wing to wing at 550 mph

When jet planes came into general use, everybody thought old-style wing-to-wing, nose-to-tail precision flying was out. Now along comes a team of seven Navy fliers who call themselves the "Blue Angels." Flying Grumman F9F jets (Panthers), they have been performing all over the country at speeds of over 550 mph, in formations as tight as

any stunt men executed in lumbering old propeller-driven planes. With shrewd showmanship, and partly because the scene of their acrobatics can shift suddenly to hard-to-see altitudes, they have perfected a technique for leaving long, lacy vapor trails behind them. The spectacular stunts of the Blue Angels, therefore, make spectacular pictures.

GOING INTO THE DIAMOND ROLL, JETS TURN IN FORMATION. FORWARD PILOT IS THE ONLY ONE WHO CAN SEE WHERE HE IS GOING; OTHERS FLY BY HIS WINGS



The Blue Angels CONTINUED



**TIGHT FORMATION AT 500 MPH** is executed by the Blue Angels flying on their backs at altitude of 2,000 feet. Colored water replaces gasoline in the jets' wing tanks,

and when the water is jettisoned, it atomizes, so that the planes leave colored vapor trails. With water in the tanks planes are able to stay in the air for less than an hour.



BEFORE TAKE-OFF THE BLUE ANGELS DEMONSTRATE A PLANNED MANEUVER

## ANGELS ARE NOT STUNT MEN— JUST GOOD PILOTS, NAVY SAYS

The Navy insists the Blue Angels are not stunt pilots, and that their tight formations, like the one shown on the opposite page, are simply low-altitude applications of basic fighter tactics taught all Navy fliers. This would probably amuse the veterans of Jimmy Doolittle's post-World War I outfit, who, flying with the wings of their rickety planes tied together, were stunt men and proud of it. The Blue Angels, who switched over from conventional aircraft only three months ago, say it is actually easier to hold a formation in jets because of the absence of torque action at high speeds. Only four jets perform at once; hardest spot to fly is the No. 4, or "tail-end Charlie" position because that pilot is the end man on a 550-mph whipcrack. All of the Blue Angels are jet pilot instructors at Whiting Field, Fla., where these photographs were made, and some of them have exceptional wartime records (next page).



WING TANKS ARE FILLED with fuel in preparation for a cross-country flight. These jets use same 91-octane gasoline as propeller-driven Navy planes.

CONTINUED ON NEXT PAGE

**PAL BEATS OTHER BLADES**  
**All Hollow...**  
**BECAUSE PAL BLADES ARE**  
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ground like a master  
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**HY-LO Senior Lunch Kit** with pint HY-LO Vacuum Bottle and plenty of room for sandwiches. All-metal construction, collapsible handle. Non-roll bottle holder, push-button spring clasp, name holder and ventilating louvers.

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**HY-LO®**

THE  
FAMOUS  
"GREEN BOTTLE  
with the RED TOP"

**HY-LO Vacuum Bottle** anytime you want a steaming-hot or on icy-cold beverage. THERMO-TESTED, keeps liquids hotter or colder—longer!

**Ala-diner  
Outing Kit**—2, 4 or 6 party sizes in streamlined aluminum case with plates, knives, forks, spoons, corkscrew can opener, salt and pepper shakers. Removable sandwich compartment and 2 Aladdin HY-LO Vacuum Bottles.

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INDUSTRIES, INCORPORATED  
Nashville, Tennessee  
Makers of Famous Aladdin  
Electric Lamps, Kerosene Lamps  
and Heaters

The Blue Angels CONTINUED



**THE TEAM LEADER**, Lieut. Commander Raleigh ("Dusty") Rhodes, who always flies the No. 1 position, was in "Grim Reapers" fighter squadron aboard carrier Enterprise, was shot down in 1942 and interned by Japs for three years.



**THE NEXT LEADER** will be Lieut. Commander John Magda, who takes over in January. He served aboard Hornet, Saratoga and Boxer, won the D.F.C. by shooting down five Japs. He also was shot down in combat but was rescued.



**HOTTEST WARTIME PILOT** in the Blue Angels is Lieut. Arthur Hawkins, who shot down 14 planes, sank a 5,000-ton Jap tanker and helped sink a carrier in Kure Harbor. He won three Navy Crosses and a D.F.C. with two gold stars.

# No other mix makes Devil's Food like Duff's



**... so irresistible it never sees a second day!**

*It's like finding a treasure... this luscious, rich, chocolatey Devil's Food you make with Duff's! No one ever tasted anything more delicious, more delightful! Everyone keeps on asking for more until it's all gone!*

*It's child's play to make it! No flour to sift... no shortening to blend... no eggs to beat... they're all ready and waiting in your package of Duff's. You just add water, stir and bake... your reward is a Devil's Food out of this world!*



**Fabulous WHITE CAKE**—You can bake a *prize* 2-layer White Cake with Duff's... *fluffy, snowy-light, delectable!* And you save time, work and cost! Everything's pre-blended for you. Just add water, stir and bake!



**Magic SPICE CAKE**—Want to thrill your family with a taste-delight like something *straight out of heaven?* Then make this sunny, luscious Spice Cake! Everything's ready for you. Just add water, stir and bake!



## QUICK

Only 5½ minutes  
from box to oven

## ECONOMICAL

costs  $\frac{1}{4}$  less than  
some size cakes made  
with home recipes

No "hidden" extra costs!  
Eggs and milk—**everythings** in

Fine custom-milled cake flour, creamy  
shortening, rich, chocolatey cocoa  
Duff's is the complete mix.

**JUST ADD WATER**  
—that's all!

**This Beautiful Silver  
CAKE SERVER**

**Yours for only 50¢**

and one box top from any of the Duff's  
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Heavy silver plate in the stunning "Waverly"  
pattern, 9 $\frac{1}{2}$ " long. Made and guaranteed by  
The American Silver Co.

**DUFF'S MIXES, Wallingford, Conn.**

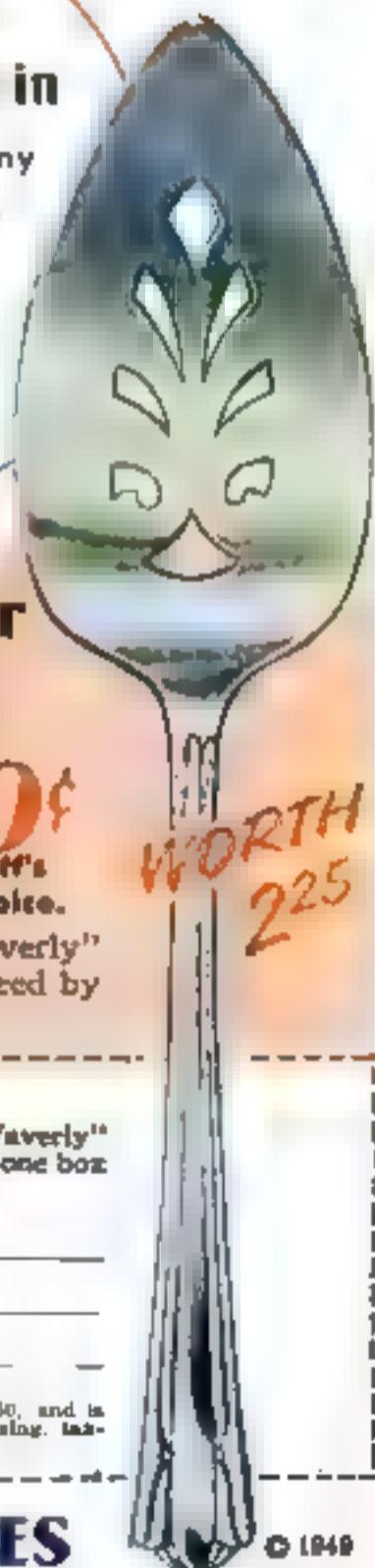
Please send me \_\_\_\_\_ of the lovely "Waverly"  
design cake server. Enclose 50¢ (in coin) and one box  
top from a Duff's Cake Mix for each server.

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THIS CHRISTMAS GIVE HER THE GIFT THAT SAYS

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So perfect for sweetheart, sister, mother or daughter

"It means I love you for keeps, darling," whispers Bill. And there, just as she had always dreamed—her Lane Cedar Hope Chest!

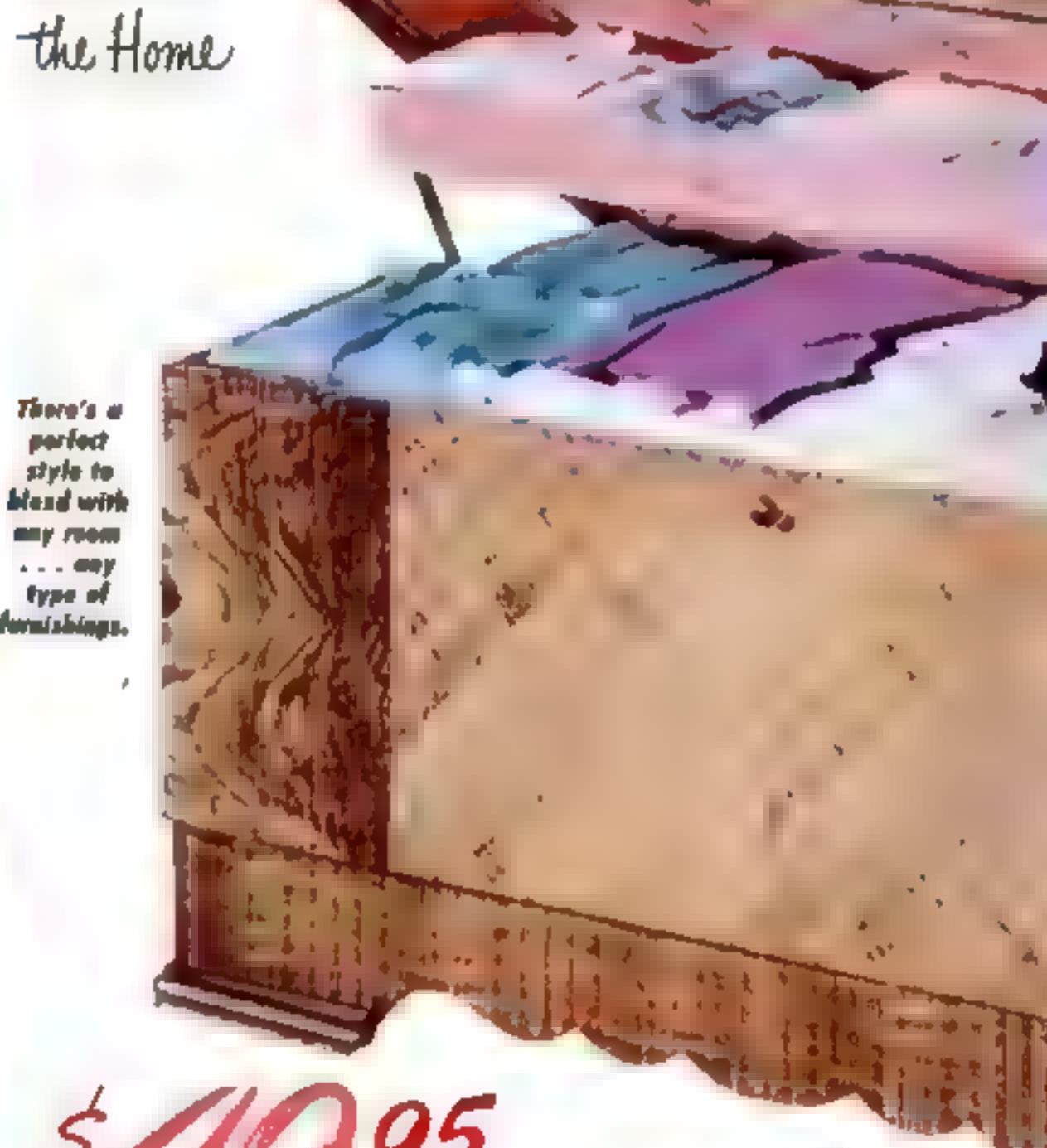
Beautiful—and so practical, too! Lane is the only pressure-tested Aroma-Tight Cedar Chest in the world. Moth Protection Guarantee, underwritten by one of the world's largest insurance companies, included with every Lane Chest upon proper application.

WRITE US. If you don't know the name of the Lane Dealer in your town, write us. Or, if you wish to have a chest delivered, send us your money order, and we will arrange for delivery through our nearest Lane dealer. The Lane Company, Inc., Dept. L, Alta-vista, Va. In Canada, Knechtels, Ltd., Hanover, Ont.

the gift  
that starts  
the Home



No. 2218 Mellow traditional style. Cedar is hand-rubbed Mahogany veneers. Tray included. \$5995



There's a  
perfect  
style to  
blend with  
any room  
... any  
type of  
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No. 2249 American Walnut, with a front of matched Walnut Stump and Padouk, along with Zebra wood. Lane Compartment Tray included. \$6995



No. 2260 Authentic design in romantic colonial styling. Done in glowing Antique Maple. Lane's famous Tray included.



No. 2378 Modern waterfall design . . . in veneers of perfectly matched Avedore. The famous Lane Tray is included. \$4995



No. 2261 Stunning modern styling in this Lane Chest of American Walnut. It has the famous Lane Tray included. \$4995



No. 2335 Distinguished Lowboy design has a drawer in the base, two top drawers are simulated. Crafted in richly finished Mahogany. \$7995



No. 2221 Traditional 18th Century Style in gleaming Honduras Mahogany. There's a real drawer in the base! \$7995

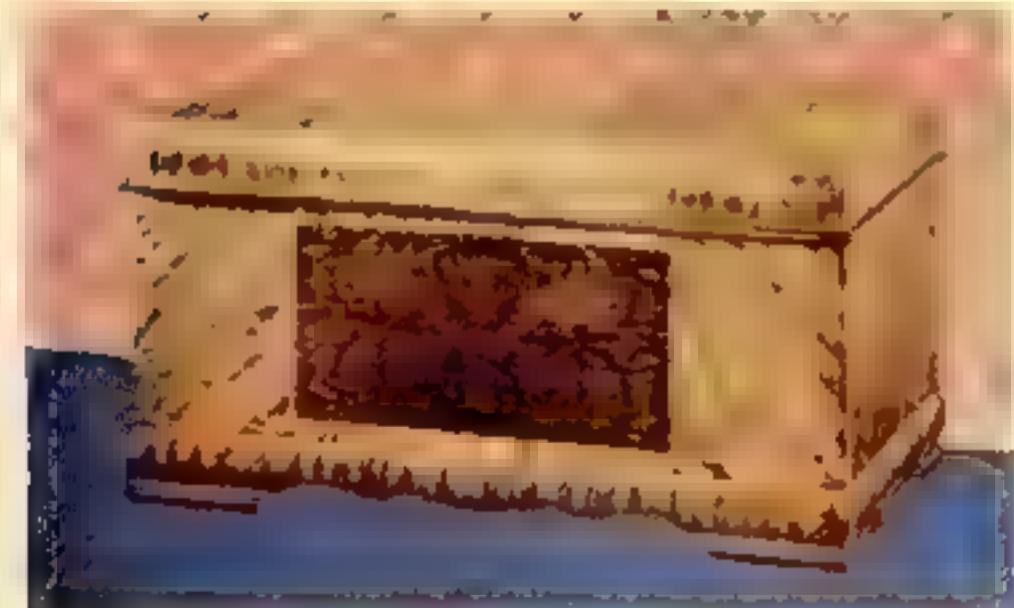
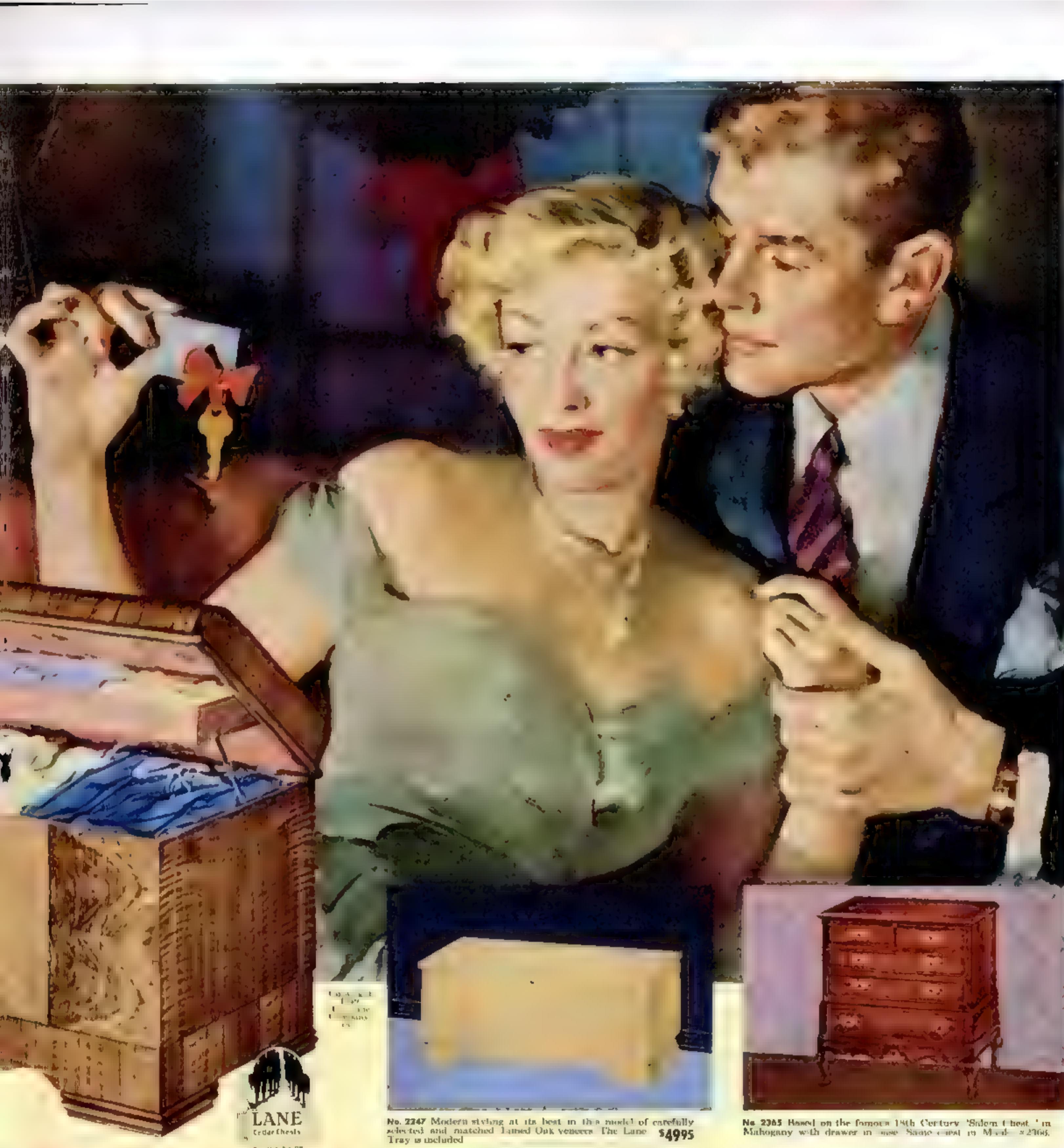
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No. 2400 Exceedingly styled model in a combination of matched Palisander, Walnut, Walnut Stump and Zebra wood. The Lane **\$5995** Tray is included.



No. 2393 Matched American Walnut and New Guinea Wood waterfall drawer style. American Walnut Stump front center panel. Tray included. **\$6995**



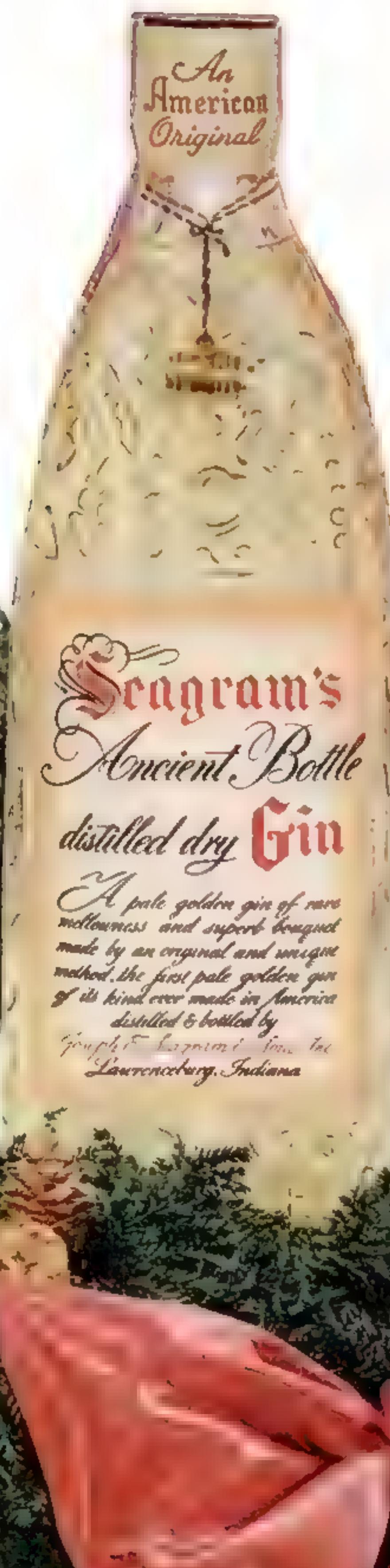
No. 2399 Roomy full-length drawer is a feature of this plank-top design in American Walnut. Two tier drawers are separated. **\$7995**

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Cedar Chests  
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No. 2399

No. 2347 Modern styling at its best in this model of carefully selected and matched Lained Oak veneers. The Lane **\$4995** Tray is included.

No. 2365 Based on the famous 18th Century "Sider" Chest. 1 m. Mahogany with drawer in rose Sapele chest in Med. **\$2095**

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way of saying:  
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Best of Everything  
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AT INYOKERN, CALIF., A SETTLEMENT BUILT BY THE NAVY FOR SCIENTIFIC RESEARCH, A CROWD OF WORSHIPERS LEAVES THE INTERDENOMINATIONAL CHURCH

# OUR MORAL ARMOR

**A famous man of science explodes the Marxist myth of "scientific" materialism. Belief in the dignity of man, and faith, he affirms, are essential to democracy**

by VANNEVAR BUSH

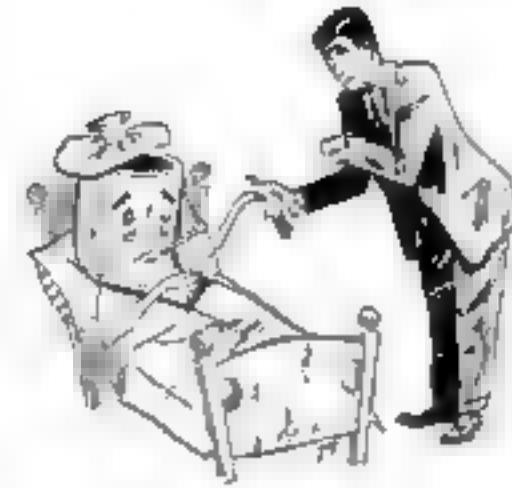
**T**HE world is split into two camps. In blunt summary terms, there are on the one hand those who believe in freedom and the dignity of man and on the other hand those who believe in a supreme conquering state to which all men would be slaves.

The wave of barbarism that threatens to sweep the earth is controlled by an organized few who would conquer the world, who hold simple kindly people in thrall and mold them for the conquest. In the reasoning of these would-be masters, the law of fang and beak is the only law. There are no moral codes, no virtue and no honor, nothing admirable in man except his will to survive and dominate by force or cunning. Their savage story goes on: Freedom is a myth. Totalitarianism is inevitable. True, it must be brought about by delusion and the elaboration of seductive goals near at hand, but the only fully strong system is one with centralized power in the hands of a small, close-knit group that fully understands and makes sure the multitude does not. Such a control will finally force uniformity of pattern, and even a sort of contentment, where

independence of thought will be defined as insanity. The concept of human dignity is one with the old fanciful codes of ethics and the fading superstitious religions, and these are all passing fancies for the weak and irresolute. The only enduring philosophy is one that rests squarely on the findings of cold science. This is the pattern of a new fatalism—a fatalism whose core is the selfish materialism of conquerors from Alexander onward but whose menace has been intensified by the rise of science and its exploitation by those who understand a little of it only too well.

The technique of disruption is the principal tool of this tightly organized band of a million men, perhaps, or more, who hold hundreds of millions in their sway, and who make no bones about their intentions. They propose to keep the world in confusion until it cracks and then to take over the pieces. There is nothing subtle about it; the air is filled with their raucous vituperation. In their zeal, perhaps in their despair, for every individual is desperate in a state based on intrigue and deceit, they count on their daring to push closer to the abyss of war than those who oppose

If your pipe's  
lost its pep...



Put  
this

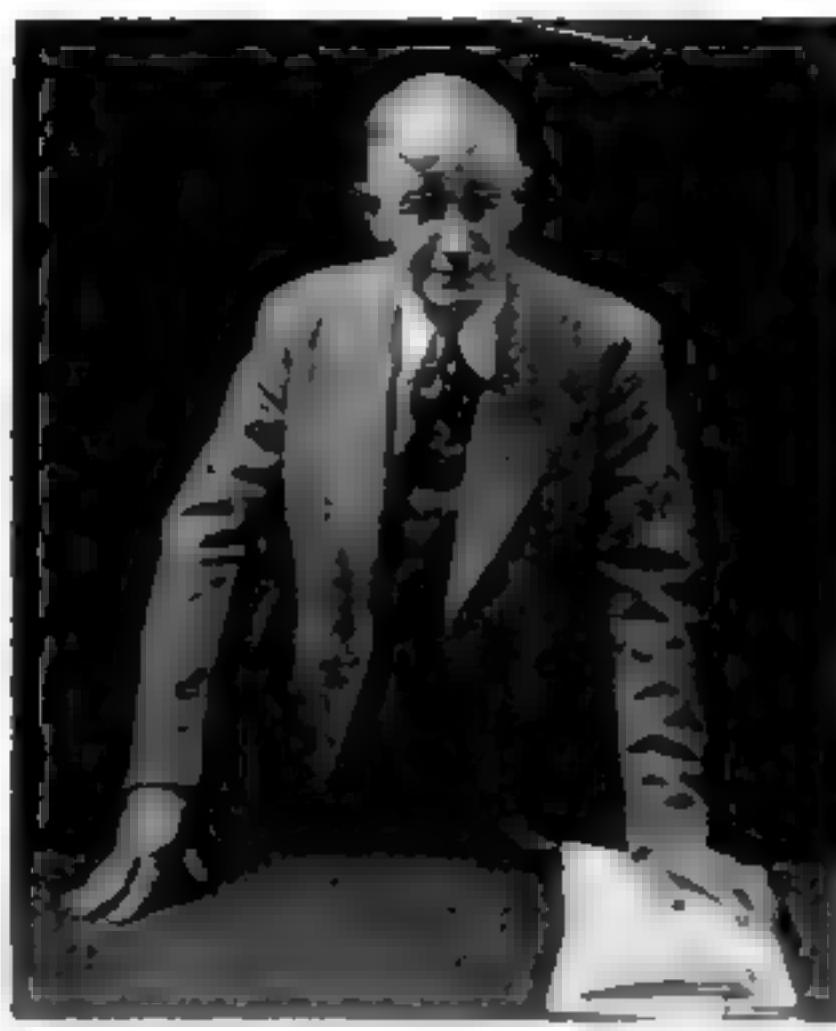


15¢

in  
your  
pipe  
and  
smoke  
it!...

IF you've never smoked a pipeful of Briggs, you can't know how much fun a pipe can be. For Briggs is a rich, mellow pipe tobacco. It's fully-aged in oaken casks to give it extra flavor. Light up a pipeful today. You'll find brand new pleasure in that good old pipe of yours.

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### DR. BUSH'S BOOK IS A BEST-SELLER

On these pages LIFE presents the second of two articles by Dr. Vannevar Bush, wartime boss of American scientific research for military purposes. In his first article (LIFE, Nov. 14) Dr. Bush explained the new weapons made possible by science. Here he states the beliefs he holds after a lifetime of scientific study. Both articles are based on his *Modern Arms and Free Men* (Copyright, 1949, Trustees of the Vannevar Bush Trust). Published last week by Simon & Schuster (clothbound, \$3.50; paper, \$1), it is a Book-of-the-Month Club choice for December. In addition, more than 25,000 copies were bought on publication day.

### OUR MORAL ARMOR CONTINUED

their will, and by this daring to prevail and extend their rule. Their jostling about on the edge of the precipice would have been terrifying enough in any case. When a new war would involve atomic bombs, it acquires a new terror.

Thus there are those among us who cry out that the case is hopeless, and who thus furnish fuel for the fires of those who would prevail by fear. A third war is inevitable, they cry; atom bombs in thousands will destroy all cities and all man's works. There is a fascination in fear. There is a vortex that surrounds the concept of doom. When there is stark terror about, men magnify it and rush toward it. No terror is greater than the unknown, except the terror of the half-seen.

This is the threat we must meet.

Fatalism is no new thing in the world. The threat of the surge of vast hordes actuated only by the lust of conquest is no new thing. But science has entered in two ways, and the threat takes new forms. Science has altered war. It has also molded the thinking of men. Fatalism is no longer merely a negation; it becomes now an active philosophy based on an interpretation of science as utter materialism. A struggle by the oppressed toward more freedom, a movement based on a Marxist philosophy of revolution by the proletariat, has developed into a police state, dominated by a tight oligarchy and bent on conquest. Its central characteristic is its materialism. It takes the teachings of science, as it sees them, and applies them to its program. In the name of that science it denies all decency between men.

Yet the whole affair is a ghastly fallacy. Science has been misread. Science does not exclude faith. And faith alone can meet the threat that now hangs over us.

Science does not teach a harsh materialism. It does not teach anything at all beyond its boundaries, and those boundaries are severely limited by science itself.

Science builds great telescopes to extend the power of man's vi-

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\$5 to \$15

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**Krementz Quality Jewelry**  
includes bracelets and with a wide choice  
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**Krementz**  
THE QUALITY JEWELRY  
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FOR WOMEN: Fine Jewelry and Bouquet Bouquets  
FOR MEN: Cuff Links and Tie Holders  
The Kremenetz & Sons Jewelry  
Wholesale Jewelry sold



Monty Woolley recommends  
deKuyper Cordials  
for a "cordial Christmas"

Take critical delight in the festive cocktails made with these wonderful liqueurs. Take superb satisfaction in that extra *fillip* they bring to after-dinner coffee. Take a gourmet's pleasure in the spectacular goodness they lend to dessert recipes. But most of all take pains to hint to your closest friends that this is the Christmas remembrance you prefer—and return the compliment, of course!

You may enjoy deKuyper Cordials in a wide and exotic variety, including Creme de Menthe and Creme de Cacao.

• *Mr. Woolley makes five interesting Christmas gift recommendations. They all appear in this issue. Look for them!*

DeKUYPER CREME DE MENTHE AND CREME DE CACAO—BOTH 60 PROOF • NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK, N.Y.



# The Chiefs

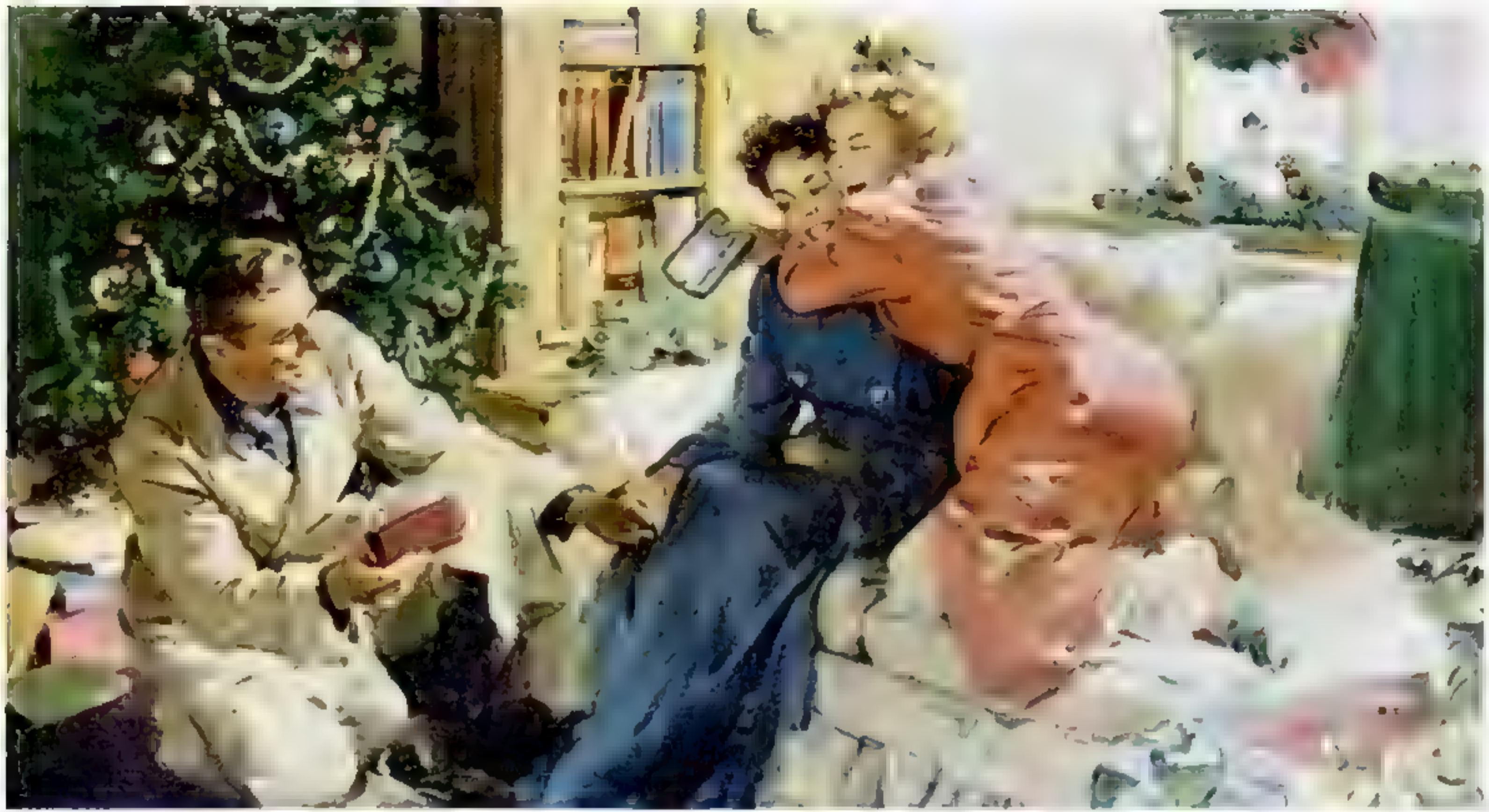
BETWEEN CHICAGO AND THE WEST AND SOUTHWEST



Headed by the Super Chief and The Chief, the Santa Fe great fleet of trains between Chicago and California offers a choice of fine accommodations to satisfy every taste and fit every pocketbook. And between Chicago and Texas, it's the Texas Chief.

For smooth-riding comfort...friendly hospitality...delicious Fred Harvey meals...fascinating scenery...travel Santa Fe—the Chief Way!

R. T. Anderson, General Passenger Traffic Manager, Santa Fe System Lines, Chicago 4, Illinois

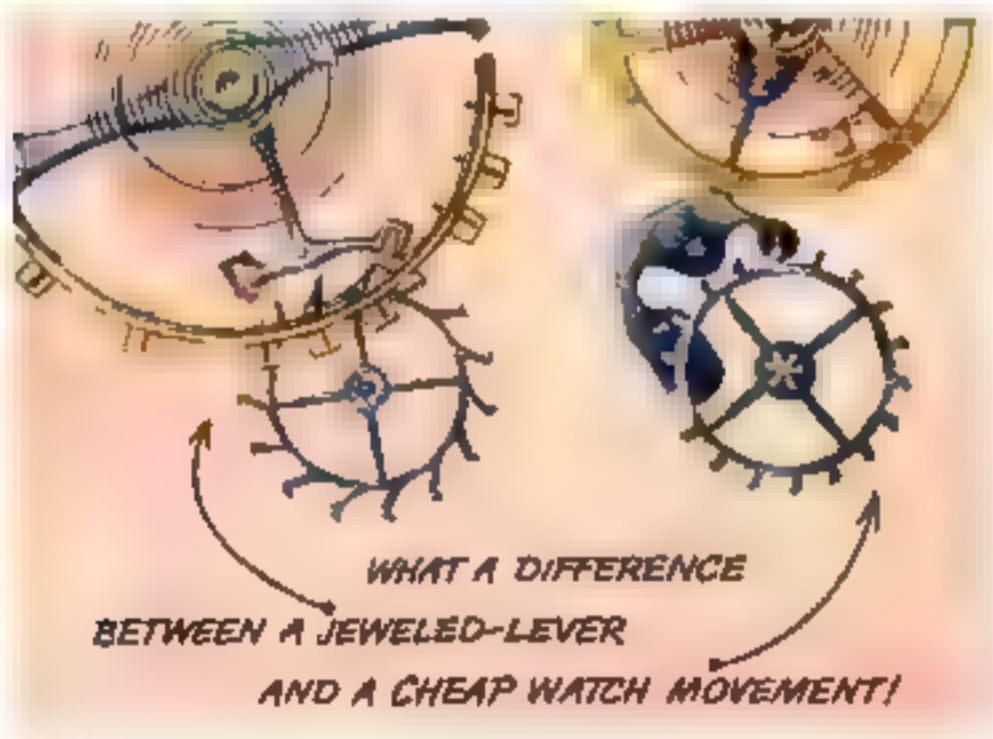


**1.** A watch is the perfect Christmas gift for someone you love—for no gift can be more beautiful, more useful, more dependable. And no gift can be a finer reminder of you than a smartly styled watch with a quality Swiss movement. Your

jeweler will be glad to show you the many new types and styles of watches with jeweled-lever movements—products of the famous Swiss craftsmanship that owes its perfection to a heritage of nearly 300 years of fine watchmaking.

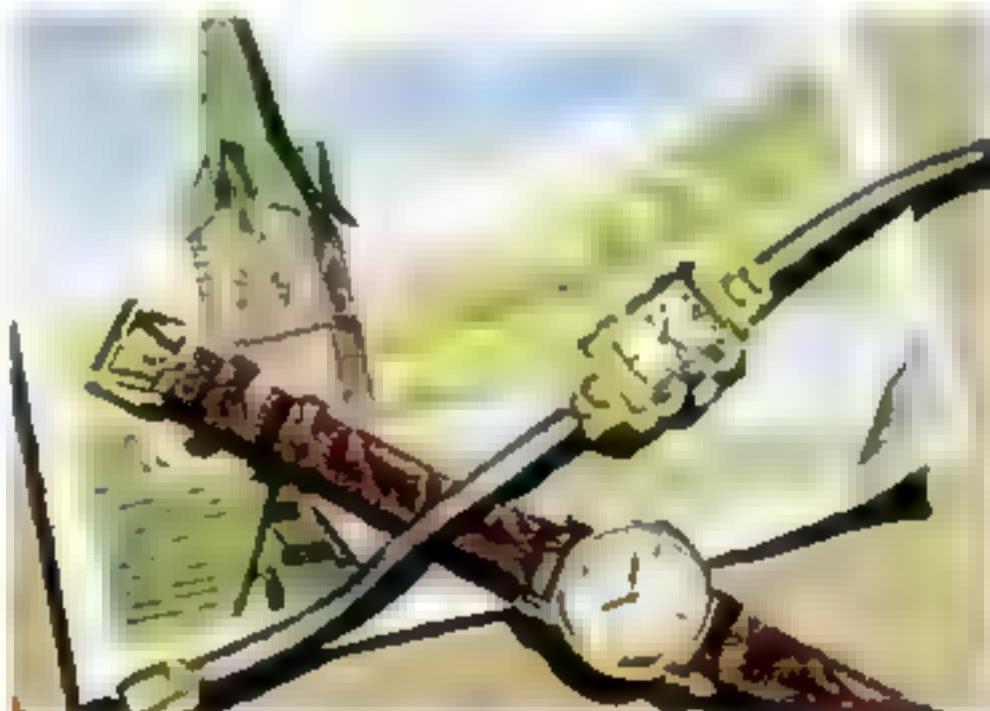


**2.** For a wonderful gift, or a second watch for you, see shock- and water-resistant, self-winding and calendar watches, chronometers, chronographs, and watches combining several of these famous Swiss features. Always—it's the movement that counts—be sure your new watch has a quality Swiss jeweled-lever movement.



**3.** In quality Swiss jeweled-lever movements, jewels are cut, polished, precision-set to reduce friction. Most important jewels are at pallet ends of the lever (shown above) and you will not find these jewels in cheap movements. So—don't be fooled by so-called watch "bargains"—you usually get just about what you pay for!

## What every Santa Claus should know about the newest watches



**4.** The latest fashions in all types of women's watches are made possible only by their tiny, perfectly-designed jeweled-lever movements—your assurance of the utmost in value and service. These superb mechanisms are what make smart Swiss watches such treasures of lasting pride.



**5.** If your watch has a jeweled-lever movement, it can always be repaired economically and promptly, thanks to your jeweler's use of the Swiss Watch Repair Parts Program. When you buy a new watch, rely on a jeweler in whom you have confidence—he'll show you the best quality Swiss watches in your price range.

*For the gifts you'll give with pride—let your jeweler be your guide*

**The WATCHMAKERS OF SWITZERLAND**



© 1949 Swiss Federation of Watch Manufacturers

## OUR MORAL ARMOR CONTINUED

sion, and with these it peers into the vast reaches of space and studies how the cosmos is assembled and how it moves. But it does not examine how the cosmos first appeared to be reasoned about. Still more strongly, it is silent as to whether there was a great purpose in the creation of the cosmos beyond the grasp of the feeble mind of man. These things are forever beyond its ken.

Science builds microscopes to delve into the inner recesses of matter, ever more intricate and powerful. It even probes into the internal secrets of the nucleus of the atom and the forces that bind it. But when it comes to the reason why these forces exist, what their ultimate nature is, how they came to appear, it pauses. These things are beyond its ken.

Science looks at life. It traces the way by which life evolved on the earth, how new species rose and how they continue to arise. But it does not speculate as to how the materials and processes that were involved came ultimately to be present, or whether these were chance or were expressly designed to produce a man. These things are beyond its ken.

Science probes into the mind of man itself. It studies the functioning of the brain of man. But it does not define consciousness or tell us why there is a being on the earth who can reason as to why he is there. It does not speak with authority as to whether there is such a thing as free will, a choice of actions over and above that dictated by the operations of the mechanism. It does not deal with faith. These things are beyond its ken.

So those who contend that mankind is engaged merely in a futile dance, a meaningless fluttering over the cruel surface of the earth before an inexorable curtain descends, with no more to life than a struggle for a seamy existence, do not do so on the teachings of science. They do so because they conclude that the limited observation of our weak senses and their petty aids encompasses all there is of reality. From such a fallacy come materialism and the new fatalism now built into a political system geared for conquest.

The threat is now definite.

Those who oppose the threat are men of goodwill, wherever they may be. They make up the great company which believes in human freedom. It is a varied company, for it includes those who adhere to the great formal religions, those who do not thus adhere but who have faith, and those who order their lives apart from deep religious thinking but who have hope for man and believe he is capable of building a better world.

The entire company of men of goodwill believes in the dignity of man, and it shows this in its actions. While it is perfectly willing to admit that man has made a sorry spectacle of himself, and that his ways can be disgusting as no beast ever disgusts, yet it is not willing to describe all of man's actions solely in terms of selfishness, or weakness, or depravity. It believes passionately in freedom of the individual. Instinctively if you will, and quite apart from its logical analysis of how man came to his present state, it believes that there is something in the free creativeness of individuals that is worth preserving in the world.

The company, or most of the company, believes that there is such a thing as truth—not the mere accepted convention. Rather, it believes in absolute truth, undefined, quarreled about among the philosophers, only vaguely grasped, yet sensed and clung to through all the morass of logical thinking. Implicit, of course, in these beliefs is that there is a possible destiny for man higher than the mere struggle for existence.

It is a diverse but powerful company, determined that there shall be no conquest and dominance by mere force, determined that there shall be government responsive to the will of the governed, determined that ultimately there shall be peace under law, that there shall be an environment in which man's mind can continue to grow.

Is rigid totalitarianism to prevail, gradually drawing all free peoples into its orbit to form an enormous police state ruling the earth? The answer depends upon whether totalitarianism or democracy is the stronger in facing the complexities of modern existence, in truthfully interpreting the teachings of science, in ably utilizing the applications of science, in managing peace or conducting war.

The weakness of the Communist state resides in its rigidity, in the fact that it cannot tolerate heresy. No true art, no true fundamental science, can flourish long under such a system, no matter what the individual genius may be. Musicians, some of the finest and most creative in the world, are disciplined because a commissar does not like their music, and they bow to the inevitable, apologize and admit their errors, and promise to conform. A great scientist is torn from

# "SUNDAY DINNER" EVERY DAY WITH THIS "COMPLETE DINNER" FOOD!



## NOW!—GRO-PUP RIBBON SUPPLIES MORE VITAMINS AND MINERALS THAN TENDERLOIN STEAK!

A "COMPLETE DINNER"—every food need for health and vitality—in crunchy Gro-Pup Ribbon! No matter what his age, size or breed, your happy dog needs no other food when you feed this tasty, satisfying dinner!

NATURALLY SAVORY because the proteins come from meat meal, skim milk, fish, soya, and cereals!

SAVINGS, TOO! When you feed thrifty Gro-Pup Ribbon you save up to 40% over most canned dog foods! Start your dog on Gro-Pup's tasty, nourishing "complete dinner" today.



BIGGEST BOX ON THE SHELF... ONLY RIBBON-TYPE  
DOG FOOD MADE... A SCIENTIFIC *Kellogg* PRODUCT



#### DUE TO NEW "C-L PROCESS"\*

No longer need you drink prune juice without having the slightest idea whether its laxativity is half as strong or twice as strong as the juice you had the day before.

Now—in SunSweet Prune Juice *only*—every delicious glassful has the same laxative potency. Pure, delicious prune juice, still a 100% natural product!

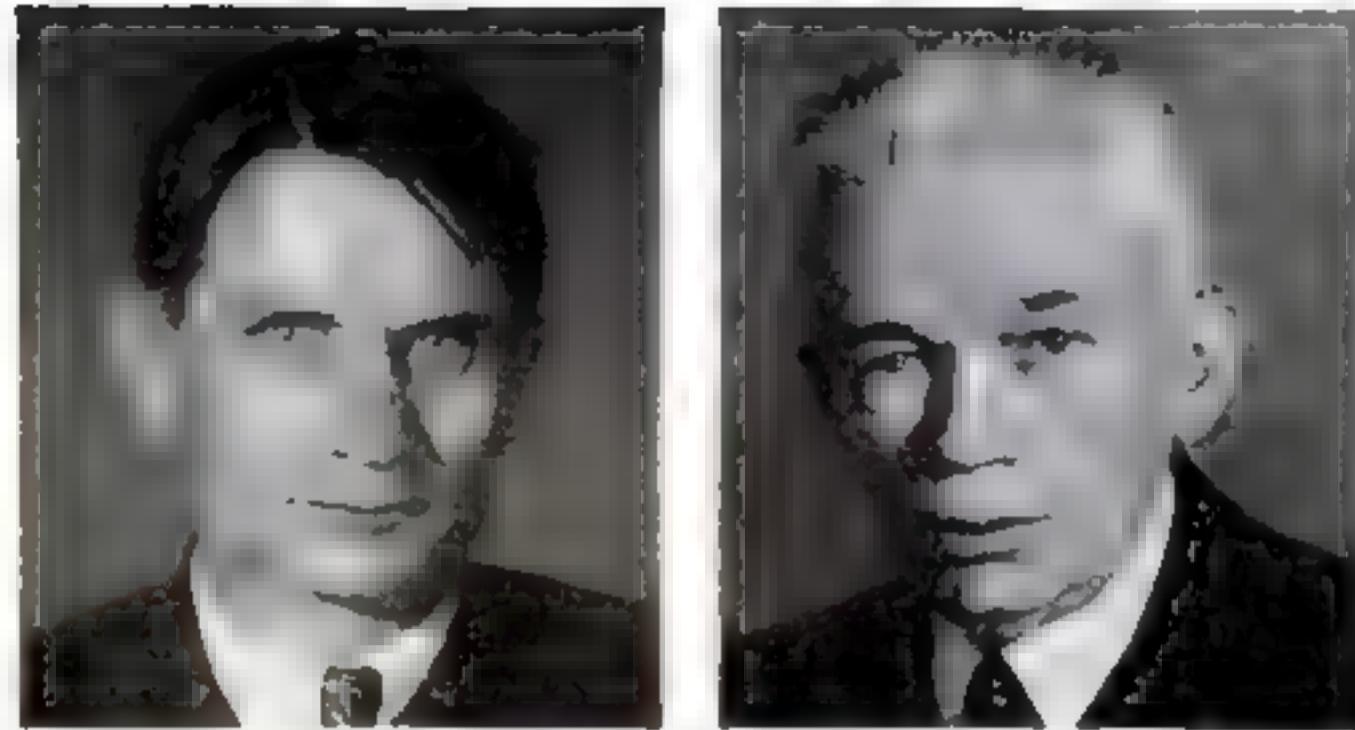
SAME DELICIOUS FLAVOR!

# SUNSHINE PRUNE JUICE



as prepared and distributed by the makers of  
**MOTT'S FINE FRUIT PRODUCTS**

\*The laxative potency of SunSweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.



CONTROLLED SCIENTISTS like Geneticist Lysenko (left) and the late Pathologist Bogomolets of the Soviet Union often go wrong, Dr. Bush believes. Lysenko propounds the generally unaccepted theory that environment can change heredity. Bogomolets produced a serum alleged to lengthen life span.

#### OUR MORAL ARMOR CONTINUED

his post and sent into cold exile because he dares assert that there is validity in the modern theories of genetics.

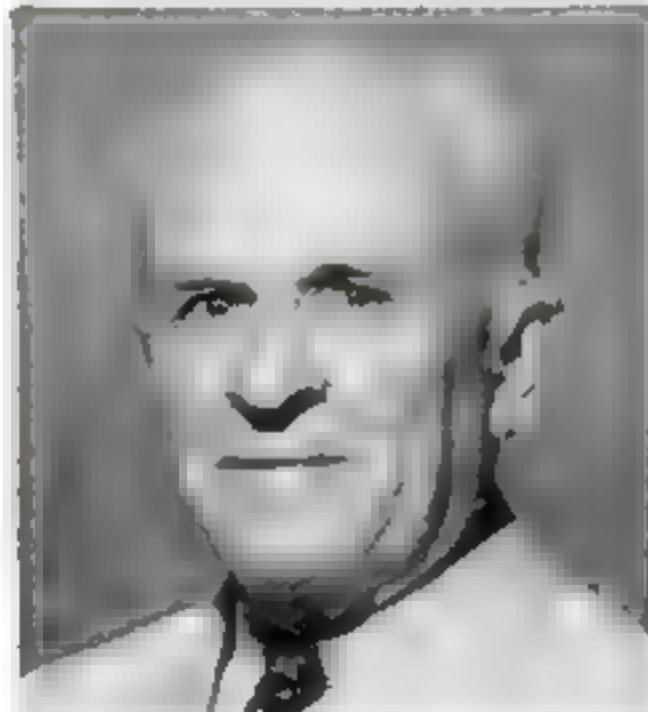
Under such a system art will eventually become merely a dull adjunct to monotonous propaganda. Science, however effectively it may be applied to immediate technical achievements, will eventually become a collection of superstitions and folklore. In the long run, that very science, on the distorted interpretation of which is built the philosophy of the group that rules in Russia, will become a sham and a mockery. As the Soviet Union places complete bars upon effective international scientific interchange, and to the extent that it regiments scientific discussion within its own borders, it places upon itself a substantial handicap in any technical race, a greater handicap than is readily appreciated by us who live in freedom.

The Western allies' atomic-energy program during the war was to the nth degree the sort of collaborative program that was impossible at that speed outside democracy. It involved new, dangerous, and complex chemistry, the most refined sort of chemical engineering, industrial organization that tied together effectively the performance of ten thousand firms which supplied parts, built new and unheard-of devices, constructed and operated enormous plants where the whole affair functioned as an interlocked unit. The keynote of all this effort was that it was on an essentially democratic basis. If civilians and military disagreed, as they often did, there were tables about which they could gather and argue it out. Punches did not need to be pulled, and no one kept glancing over his shoulder. If there were international misunderstandings between allies, and there were, they could be frankly discussed. The system worked and it produced results.

Now the Nazis, the totalitarians of the right, were also trying to make a bomb, and they failed miserably. They had the same opportunity that we did; the starting gun for the race went off as the news spread of the experimental confirmation of the phenomenon of fission in 1939. At the end of the war they had not accomplished five percent of the task.

Why were they so far behind? Bombing and the destruction of needed industrial facilities account for some of the lag. Limited availability of critical materials accounts for some. But the real reason

CONTINUED ON PAGE 28



FREE SCIENTISTS like American cosmic ray specialist Millikan (left) and the late British astronomer Eddington accepted the role of faith. In one of his books Dr. Millikan wrote, "The coming years may be expected to show increasing rather than decreasing relations between the scientists and the churches."



\$9.95

#### The Perfect Christmas Gift

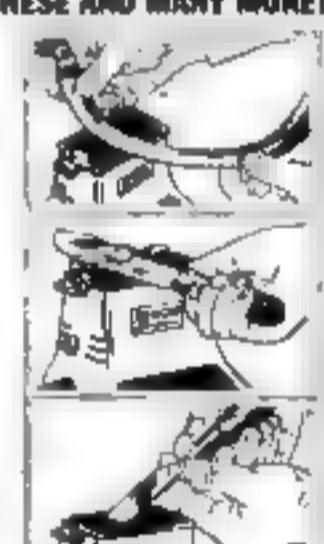
Any man on your list will welcome a pair of Winthrop In-n-Outers . . . the secret to losin' in luxury. Cushion-cork platform and crepe or leather sole. See your Winthrop dealer for gift package.

WINTHROP SHOE COMPANY  
DIV. INTERNATIONAL SHOE COMPANY, ST. LOUIS



#### MORE than a Knife Sharpener

Give the newest and best—  
**SYNCRO ALL-PURPOSE HONE SHARPENER!** Hones sharp almost anything around home, workshop, farm, garden easily, perfectly. Knives sharpening just one of hundreds of sharpening jobs. **ONLY SYNCRO** can do it. It's the first and only HONE that moves electrically—16,400 safe, gentle, rapid HONE-SHARP strokes a minute! Be as precise edges. Get a genuine SYNCRO for your own family tool. With Built-In Motor, 3 Hones, \$16.50.



#### New Electric Sander-Polisher!

Give the newest and best—  
**SYNCRO ALL-PURPOSE Sander-Polisher!** Sander sharpens better than any other sander. Give it to your car, etc. **ONLY SYNCRO** BODY MASSAGER! Built-In Motor. With 9 sheets sandpaper, fabric, lambwool pads. \$14.50.



#### Safe Electric JIG SAW!

Family projection gift! Syncro is the SAFEST jig saw—small children may use you powerfully enough for a workshop. Thousands used by families, craftsmen, schools. With Built-In Motor, \$17.50.



ORDER at your job, or near you. If you can't find us, write us. **SYNCRO** (Dealers write for "Big" Price List).

**SYNCRO**  
ELECTRIC PRODUCTS  
60 cycles, 110-120 Volt A.C.



For Christmas...  
an album of familiar favorites

What a delightful book of dandy candy... Life Savers!

Twelve handy rolls! Every luscious Life Savers flavor! Kids and grownups  
will love to browse through this beautiful gift book at Christmas!  
At candy counters everywhere.

**LIFE SAVERS**

# The Pick of Santa's Pack

...a **UNIVERSAL** gift



Picture the joy these wonderful gifts will bring on Christmas morning! A glance will tell you why they're Santa's first choice for holiday giving. Before each gift lies a lifetime of service. Behind it is a century of quality reputation.

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**MAKE IT A UNIVERSAL CHRISTMAS** Look for Christmas Tree Display . . . at better stores everywhere.



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\$29.95

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AUTOMATIC POP-UP TOASTER**  
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A BLEND OF  
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finest-tasting whiskey of its type  
in America - and the best value.

A superlative blend of ALL whis-  
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**PARK & TILFORD**  
*Fine Whiskies Since 1840*

## OUR MORAL ARMOR CONTINUED

is that they were regimented in a totalitarian regime. The German war organization was a caricature. Parallel agencies were given overlapping power, stole one another's materials and men, and jockeyed for position by all the arts of palace intrigue. Nincompoops with chests full of medals presided over organizations concerning whose affairs they were morons. Undoubtedly the young physicist who penetrated to the august presence of the Herr Doktor Geheimrat Professor said *ja* emphatically and bowed himself out, if he did not actually suck air through his teeth. The whole affair was shot through with suspicion, intrigue, arbitrary power, formalism.

It had been popular with us for many years to complain about the wastefulness of the democratic system of government. Benevolent dictatorship was thought to be efficient by comparison. What we found at the end of the war exploded this myth for all time. The democratic system is clearly more efficient, dollar for dollar and hour for hour, than any totalitarian system. The key to the difference, the key to the effectiveness of the democratic system, lies in the fact that in a democracy criticism flows both ways, up as well as down.

The stress upon democracy is intense right now of course, for many reasons. The advent of the atomic bomb comes near to being just too much for a world shaken by the terrors of the most awful war in history, appalled at its own depravity as exemplified at Dachau and in numerous other places, and facing up to a future that still contains nearly all the ignorance, prejudice, rapaciousness, and cupidity that have plagued it since the first simian climbed down out of his tree and started the adventure.

For our encouragement, as we examine the current scene about us and are sometimes dismayed at the difficulties we face, we can look back on the performance of the last decade. In war and peace we have accomplished much that no dictatorship could ever match. The applications of science yet to come are manifold and far-reaching. With them we can establish a standard of living in this country far higher than we have ever had. We can prolong our lives and escape the ravages of old age, overcoming the scourges of mankind, epidemic disease, cancer, senility, to an extent that we can now barely grasp. We can create an environment in which the creative arts can flourish, in which the human spirit has an opportunity to rise and aspire. All this is within our grasp.

If we lose our liberties it will be because we abandon them. It is a hazardous world; it has always been a hazardous world, beset by the perils of harsh nature and the greater perils of harsh men. Ambition and cunning and the ignorance of multitudes have created rigid systems that have suppressed all liberties, and from these men have broken away into freedom at times, have become confused in their councils, and have again succumbed. This time there is hope, for free men have at last created a democracy more effective, as long as it retains its hallmark, than any dictatorship can ever be in dealing with the intricacies of civilization.



**STRUGGLE FOR FREEDOM**, here symbolized in Michelangelo's *Bound Slave*, is one of man's oldest battles.

# Gifts

EVERYONE LOVES TO GET-  
EASY ON YOUR BUDGET!

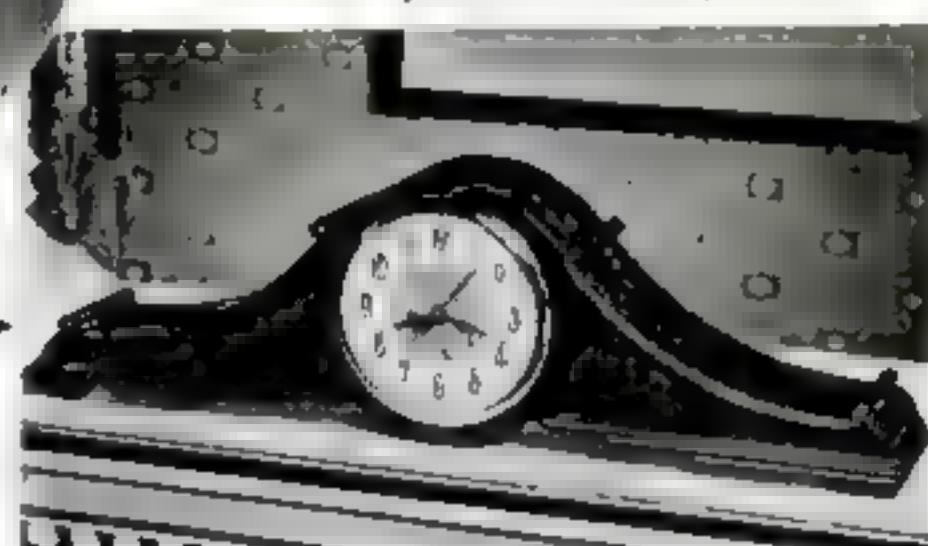
### Click

Fathers and sons are strong for this new Pocket Watch. It's a reliable timekeeper, in polished chromium plated case. Raised gilt numerals, and modern rotary second indicator. Only \$2.50. (Radium, \$2.95.)



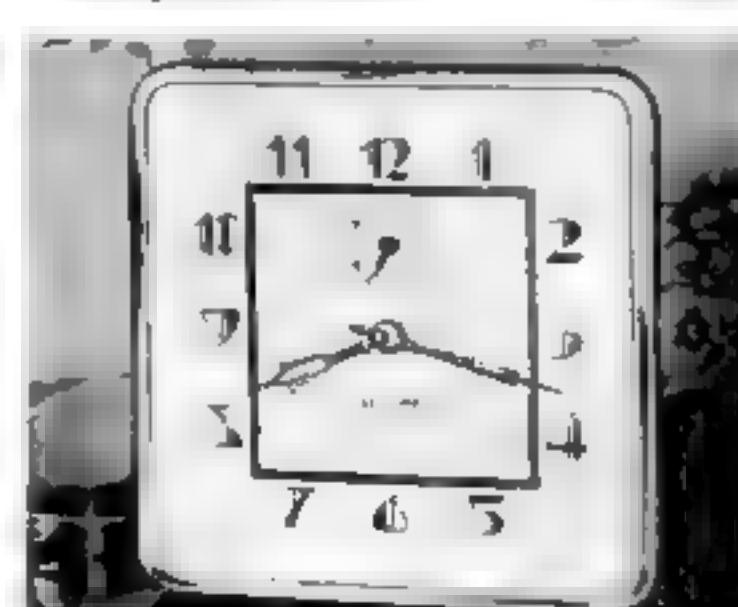
### Pride Wrist Watch

← The beautiful newly styled case has 10 kt. rolled gold plate front, stainless steel back. Modern dial, gilt numerals. Pig-skin strap. Yours for only \$5.95. In chromium plated case front, \$4.95.



### Aurora

This beautiful electric Tombour Clock has a silver plated dial, gold plated frame, graceful hands. Case, fine selected walnut with hand rubbed finish, 19" long. A lovely gift at a most moderate price. \$19.95.



### Liberator

← A real beauty, this modern 8-Day Alarm Clock. Wind it only once a week. Gleaming ivory case. Distinctive hands, modern dial with polished brass plated frame. Only \$4.50. (Radium, \$5.50.)



### Princess

Here's a smart Christmas present—charming little 1-Day Alarm with radium dial. Tells the time night or day! Smooth ivory baked enamel case, only 3 1/4" square. Single wind for time and alarm. Has pleasant bell alarm. Only \$3.50. (Princess with plain dial, \$2.50.)

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At better Jewelry, Hardware, Drug and Department Stores



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**1. DESTINATION—THE ARIZONA DESERT.** Ford ace test driver, Roy Barrister, makes last-minute preparations for a pre-dawn start. His test car, a 'high bush' model masquerading as a '39 Ford, carries new secret parts and features developed by Ford

research. He'll drive all night to see the first of late model features in the V-8 model. Only to test it for road performance. In fact, that's what he does. Roy Barrister drives test cars constantly, at all hours and times, from Los Angeles to the Gulf Gate.



**2. ENGINEER'S "DREAM STUFF."** Looks like enough instruments to fly the Atlantic—but they're all necessary to Roy's report. Every new feature must be "coal tested" under severe conditions before it can go into new model Fords. Ford wants—and gets—the scientifically proven facts. Ford knowledge, skill, imagination produce the new car features. Ford testing proves their worth.

WHAT'S GOING ON AT FORD



**3. 120 DEGREES—NO SHADE.** 120 degree heat is not pleasant, but it's useful—ideal for testing vapor lock, carburetor, and radiator. Beaten sand trails and alkali dust quickly put years of wear on vital parts. More of Fords, Mercurys and Lincolns are put to the test to create better new models.



**4. THE OLD AND THE NEW.** Indian family in old farm wagon watches Roy and companion adjust mysterious-looking "Fifth Wheel." Device resembles a bicycle wheel, makes super-accurate measurements of mileage in fuel economy and speed tests. Estrella

Mountains in background challenge new mystery engine with really tough climbing. Ford wants to know how new engine will climb—finds out, for the benefit of a million new Ford owners. They may never drive in such mountains, but if they want to they can.

## "CLOAK AND DAGGER" CAR IN ARIZONA

**Secret desert trips in hush-hush models road-test better features for future cars**

**R**IGHT now, somewhere on the bitter, alkali sands near the foothills of the Estrella Mountains in Arizona, an innocent-looking car is secretly testing a whole collection of new automotive features.

The man at the wheel is not a pleasure driver—but a scientist, and the car itself is not the 1949 Ford it seems to be—but a 1951 or 1952 Ford . . . behind the sheet metal and under the hood.

Why this secret test in the desert wilderness of Arizona? Unusually high temperature there, plus primitive road conditions and corrosive effect of alkali dust can be counted on to duplicate in just a few weeks, the effect of years of ordinary driving. One such desert trip, by Ford ace test driver Roy Bannister, is pictured here.

This research adds up to better Ford products, and it goes on continually, not only in Arizona but everywhere else in the U.S.A.—in the city, in the mountains, on the plains, in the freezing depths of man-made "blizzards"—with Lincolns and Mercurys as well as Fords. For Ford engineers believe in testing their cars under every type of driving condition that can ever be encountered by buyers of Ford products.

For almost half a century, Ford, Mercury and Lincoln cars and Ford trucks and tractors have been giving outstanding service all over the world—through the sands of the Sahara and the snowdrifts of Alaska. They have won a world-wide reputation for dependability. Continual testing helped build that good reputation, and is helping to increase it today. Ford experience, skill, and ingenuity build better products. Ford testing proves them.

*It's part of the Ford way of doing business . . . making the best possible products in the best possible way . . . to benefit producer, consumer, and the nation as a whole.*



**5. "A WONDERFUL TRIP,"** says Roy to wife Bette Mae, daughter Barbara, as he brings back 35 pages of facts gained on 26,000 miles of traveling. Results show up in Ford cars for 1950, '51 and years to come. Ford testing pays off in better cars for millions.



**6. 55 BELOW ZERO.** Back in Dearborn, Roy's car gets "Arctic Test" in engineer's cold room. On test track, car goes through water-bath tests, races hours at high speed over all kinds of roads, brakes hundreds of times, runs over teeth-rattling cobblestones. Result: only really good features go into new Ford models. That's the Ford way of doing business.



*“Oh, Mom and Dad—thank you, thank you!”*

**“It’s a dream—it’s just what I wanted!”**

She means—“Now I can typewrite school work and get better marks.”

Or—“I won’t have to spend so much time doing homework in longhand.”

Or—“With my extra time I can really be a big wheel in school activities!”

Yes, Mom and Dad, you’re on the beam, when you give your youngster a new Gray Magic Royal Portable. For surveys show that Royal—the standard typewriter in portable size—is the favorite of high school students more than 2 to 1 over any other brand!

Check over some of the exclusive “big machine” features found only on the Royal Gray Magic Portable . . .



**“Magic” Margin!** The famous exclusive Royal feature that eliminates fumbling with margin stops. Position the carriage, flick the lever with one finger, and margin is automatically set. Like all Royal Portable controls, “Magic” Margin is in exactly the same location as on the Royal office typewriter!

**Finger-Flow Keys!** Keys shaped to the contour of finger tips. Make typing easier, faster. Only Royal has them! The Royal Portable has a fully standard keyboard, in size, slope, distance between rows of keys, and in position of controls.

**Streamlined, compact beauty!** “Gray Magic” is a pleasure to the eyes and the touch. It’s designed for beauty, built to maintain its looks and precision for years of rugged use!

See the Gray Magic Royal Portable at your dealer’s today! Learn how easy it is to own one.

*Remember, folks, students prefer Royal Portable better than 2 to 1 over any other make.*



## GRAY MAGIC ROYAL PORTABLE

Made by the World’s Largest Manufacturer of Typewriters

“Magic” is a registered trade-mark of Royal Typewriter Company, Inc.



STRIPED MADRAS worn by New Yorker Frank McKee views with pleasure sons Alan and David.



COMBINATION of pink coral and khaki make up costume of Anger Billie Duke of Southampton.

## Male Plumage

### MEN HIT THE BEACH IN FULL COLOR

What is smart on smart Eastern beaches as the summer ends is usually a tip-off as to what will be smart at all kinds of winter resorts. When LIFE took these pictures men were popping out in Technicolor. Now, as the winter season starts, it looks as if Angie Duke and Pete du Pont correctly forecast the 1949-50 trend. In shirts the trend is toward woven plaids in all the shades of Joseph's coat. The appearance of pants is even more spectacular. Bright red slacks ("go-to-hell pants") and pastel shorts that tend to make a loud shirt look louder are increasingly seen on golf courses and club terraces. In imported linen they can cost up to \$25, but experiments by frugal Long Islanders proved that anyone with the urge to release a few inhibitions can achieve some kind of prismatic satisfaction by boiling old Army duds in a pot with a 10¢ box of dye.



**CORRECT DRESS** for cocktail parties and other evening functions is achieved by the addition of traditional white

lapel to bold cotton or flax plaid shirt and blue slub cloth slacks worn by Robert Smith at East Hampton



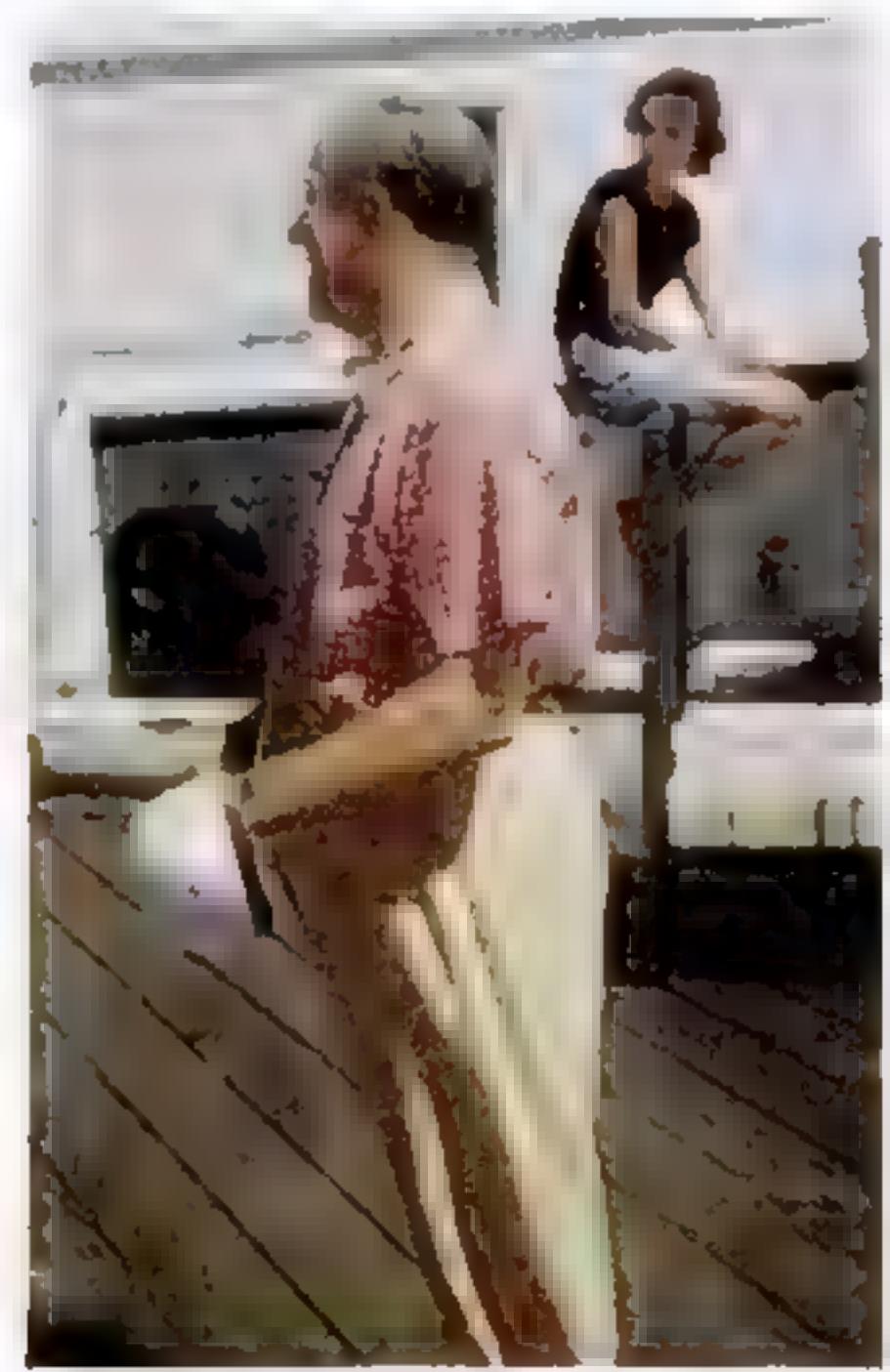
**TINTED SLACKS** for beach, poolside or tropic by Dallas Oil Financier Barron Kilday are paired



**OLD-STYLE** swimsuit is printed on towel worn by Pete Spruance, 16. He is grandson of Admiral Halsey.



**TWO PLAIDS** worn together are new-style outfit of Frederick W. Holcomb, 66, of Waterbury, Conn.



**CANARY YELLOW** is popular in slacks like those of Hartford Insurance Broker Walter B. Allen, 71



**yellow shirt at Fisher's Island** Economist J. Carvel Lango of Greenwich, Conn., wears a plaid gingham.



**PLAID MADRAS** is made into swimming trunks like those of Pierre S. du Pont III, at Fisher's Island.

It is also used for evening cummerbunds and ties. The colors blend but don't run together after washing.



**FIREMAN RED**. Bright plaid is worn by John Wilmenting and his son James I. in different areas.



**CLASSIC NAVY** blazer tops the plaid shirt, gray slacks of William G. McKnight Jr. at East Hampton.



**RUST LINEN** slacks and foulard shirt are worn at an East Hampton golf match by William Burton II.



BIKINI-STYLE trunks worn by Master Alexander Wall of Westbury, Long Island are custom made of cotton bought last year in the West Indies. Since ready-

made styles for children are usually a year or so behind adult fashions, one-year olds whose mothers aren't handy with a needle may have to wait for plaid pants.

IT WAS WELL WORTH SPENDING

# A half hour at Harmon's

**F**RED LEWIS glanced at the clock in Harmon's Drug Store window, saw that it was only half past three and decided that a table in Harmon's would be as good a place as any to go over the papers in his brief case—especially if the table had a cup of coffee on it. He had another appointment in town at four, and there wasn't much point in walking back to his office now.

Fred stepped inside and looked around for an empty table. He waved casually to a tall man standing at the fountain and nodded to a young couple seated at a far table. There was an empty booth in the back of the store, next to three teen-age girls who were huddled over their sodas and talking so excitedly that they didn't notice him when he sat down.

As he sipped his coffee, Fred couldn't help hearing scraps of conversation that drifted across the partition.

"Well, it's all settled!" one said. "Last night Mother and Dad and I had a long talk—and guess what! I'm going to the University next fall! Dad says it will cost a little more, but it's just wonderful for journalism, you know!"

"Oh, I'm so glad you're going!" the second girl exclaimed. "That will make two of us, then. I wouldn't think of going anywhere else. There's such a grand crowd there, and . . ."

Fred glanced over his shoulder for a second look at the young ladies—and noticed that the third girl was sitting very quietly. It was then he recognized her . . .

Nancy Baxter. Yes, that was Tom Baxter's little girl. He hadn't seen her for several years . . . not since he had stopped at the house, after her father died, to talk with Mrs. Baxter about her husband's life insurance. Tom was about as sensible a man as Fred had known in all his years as New York Life agent, and the insurance program they had mapped out together would . . .

The first girl was talking again. "Come on, Nancy," she said, "tell us—what are you going to do when school is out? You must have some plans . . ." She stopped, as though suddenly embarrassed . . .

There was a short pause, during which Fred almost held his breath. Then Nancy Baxter said, rather quietly, "I am going to the University next fall, too."

Fred Lewis closed his eyes, conscious only of the pride and thankfulness in the young girl's voice—and of the deep, deep sense of satisfaction that welled up inside himself. He finished his coffee and left to keep his four o'clock appointment.

NEW YORK LIFE INSURANCE COMPANY  
51 Madison Avenue, New York 10, N. Y.

THE NEW YORK LIFE AGENT  
IN YOUR COMMUNITY  
IS A GOOD MAN TO KNOW



Naturally, names used in this story are fictitious.

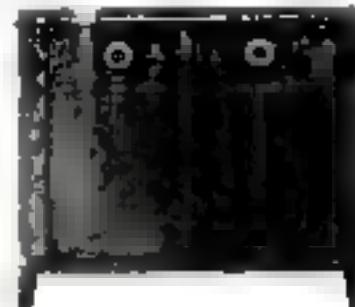
**DESIGN** you hoped for... **PERFORMANCE** you've dreamed of



The superb new Crosley 16" Console with doors—for families who want the finest.

**For the first time** in TV history, here's a set in which cabinet, viewing screen, circuit... everything has been planned as a *unit* to give you *Ultra-Fidelity TV*! In this magnificent new Crosley, all parts are designed from the family angle... to give you today the ultimate in clear picture quality from *anywhere in the room*!

Here's the Crosley 16" Console with doors closed. The complete new 1950 Line includes a selection of superb models of all types in all price ranges.



#### *New concept of performance.*

*Ultra-Fidelity TV* incorporates a trouble-free Unituner, built-in antenna, and a fade-eliminator that banishes "airplane flutter" and other interference. And you needn't be an engineer to tune *Crosley Ultra-Fidelity TV*! Any child can tune it. Two simple knobs—placed comfortably high—bring you a world of delight!

**New concept of beauty.** Here at last is a piece of TV furniture you'll be happy to have in your living room for years to come! Cabinet is of rich, hand-rubbed mahogany veneer, Cordovan finished. And with Crosley's wide-angle viewing screen, you don't have to shift furniture about! For a whole new concept of television, be sure you see and hear *Crosley Ultra-Fidelity TV* today.

*From any angle*



**THE CLEAREST PICTURE!**

**CROSLEY** Division



Better Products for Happier Living

Stovador® Refrigerators... Farm and Home Freezers... Electric Kitchens... Sinks... Electric Disposers  
Electric Ranges... Electric Water Heaters... Steel Cabinets... Radios... Radio Phonographs... Televisions





SHOWN EXACTLY LIFE-SIZE IS YOUNG PERUVIAN CAVY NAMED DEENY. SHE IS 18 MONTHS OLD, WEIGHS 22 OUNCES AND HAS A LIFE EXPECTANCY OF EIGHT YEARS

## ANIMATED MOP

The cavy, a Peruvian version of the guinea pig, coos like a dove and whistles through its teeth

The curious object above is neither a ball of fine Cashmere yarn that has sprung apart at the core nor the disengaged head of a dry mop. It is a Peruvian cavy named Deeny, one of four belonging to the Walter J. Flynn family of Grafton, Mass. Cavies really are guinea pigs, and there are 20 different kinds of them, but Peruvian cavies, with their long white hair which is almost human in texture, are relatively rare.

Their features are remarkably eclectic. They have eyes like a rabbit, ears like a monkey, teeth like Bugs Bunny, hair that falls forward over their eyes like a sheep dog, scat like a bird—and no tails. They coo like doves when they are happy, which is most of the time, and give out shrill whistles when they are hungry. They are exceptionally tidy creatures. After eating they clean up thoroughly, first by shaking out their long hair and then by preening themselves the way a cat does.

They are friendly and like to be petted. Their happiest hours are spent nose to nose butting each other back and forth. Most of all they are faithful. Nothing, not even another cavy, can induce one to run away when let out of its cage.



MAKING LIKE A MOP, Deeny nestles down at end of a mop stick, enabling Helen Boyns, a friend of the Flynn family, to demonstrate gag that always works on strangers.

Peruvian Cavy CONTINUED

GOSSARD'S  
**Hi-Top®**  
slims your waist...  
slims your hips, TOO!



**It's new! It's different!** A 3-inch elastic band at back smooths and slims your waist... twin elastic panels trim and taper your hips. Gossard's HI-TOP girdle has all the *exclusive features* of Gossard quality.

Ask for No. 1023, in satin fabric, satin elastic, and airy leno—your best buy at \$10.00. White or nude. Your choice of two lengths. Talon.

Other *twin-top* styles, including panties... with or without high tops, with or without boning; in a wide selection of fabrics and elastics (partly or all elastic). There's a particular type designed for you.

Featured by more stores and shops

*the*  
**Gossard**  
*line of beauty*

The H. W. GOSSARD CO., 111 N. Cass St., Chicago 6, Illinois



**CAVY'S TEETH** are like long tusks, two in upper jaw and two recessed in the lower jaw. They are useful for chewing lettuce and for whistling through.



**CAVY'S FEET** have birdlike claws, three on each rear foot and four on the front. Caviae were bred by Incas of Peru before white man found America.



**CAVY BABIES** enjoy standard fare at mealtime. The young are able to run around a few hours after birth and are independent by the end of third week.

*Give this thrilling*

**WEAREVER**  
3-COLOR PEN

NEAREVER

White  
Red  
White  
Blue  
White  
Green

Only \$1

By AMERICA'S LARGEST FOUNTAIN PEN MANUFACTURER

At leading chain, drug, stationery and department stores

DAVID KAHN, Inc., North Bergen, N. J.



Monty Woolley recommends  
**MERITO RUM**  
at holiday time

What respectable Christmas eggnog doesn't have *at least* a splash of Merito Rum in it? What hospitable householder would dream of entertaining without a few bottles of Merito Rum for daiquiris, cuba libres and a vast variety of other guest-pleasing rum drinks? Why Merito Rum? Because it's different—decidedly, deliciously, distinctively. Distilled high in the hills of Puerto Rico, Merito has a "mountain flavor" that is wonderful to savor, serve or give at Christmas and *all* the time.

• Mr. Woolley makes five interesting Christmas gift recommendations. They all appear in this issue. Look for them!

86 PROOF • NATIONAL DISTILLERS PROD. CORP., N. Y.



WHAT COULD BE more welcome at Christmas time, than a handsome Sessions Electric Clock! Preferred above others, Sessions Clocks are quieter, more dependable, for they have fewer moving parts than ordinary clocks, fewer chances of getting out of kilter.

Illustrated: 1. Pointed Gothic \$18.50, 2. Thin Upright \$7.95, 3. Banjo \$15.75, 4. Tambour \$10.50, 5. Semi-Round \$6.85 (alarm\* \$7.95), 6. Fluted, maple or mahogany finish \$7.95 (alarm\* \$8.95), 7. "Pussy-Footer" Alarm\* \$3.98, (Electric Switch Clock \$4.95), 8. Square Kitchen \$4.75, 9. "Smoothie" \$5.95, 10. "Teapot" \$4.95, 11. "Piecrust" \$4.95.

\*Featuring patented Melody-Bell (Not a Buzzer!)

**Sessions Clocks**

SELF-STARTING • ELECTRIC



Prices subject to Federal Excise Tax,  
Slightly higher in for West

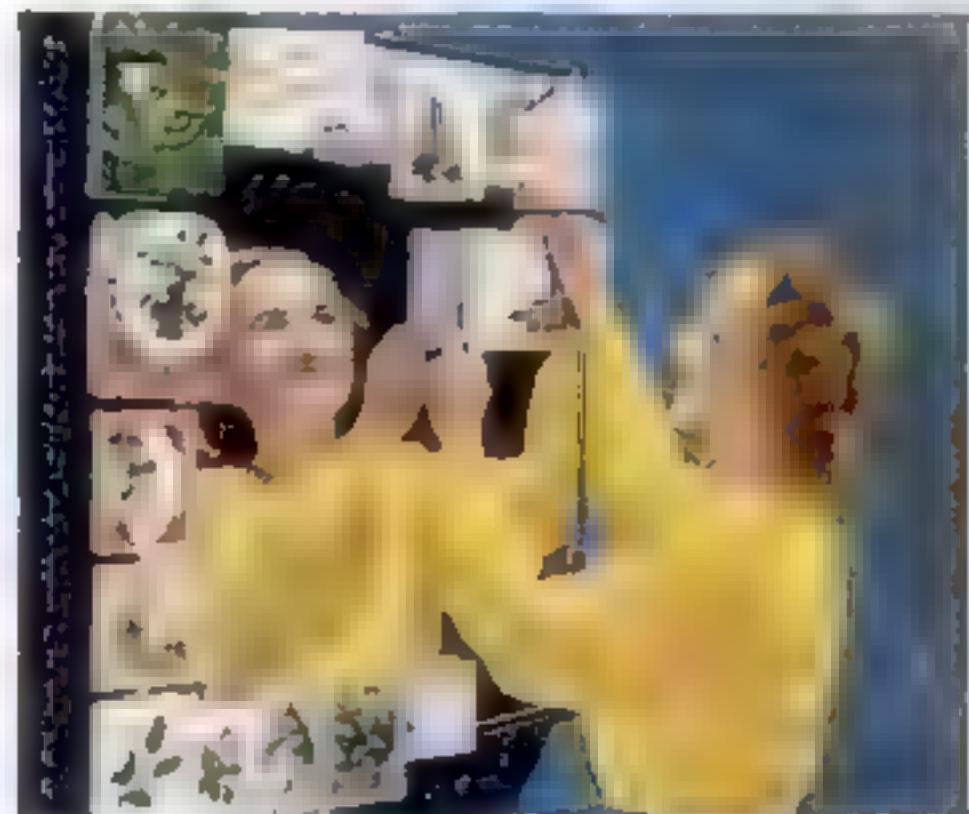


# "FRIENDSHIP TREE"

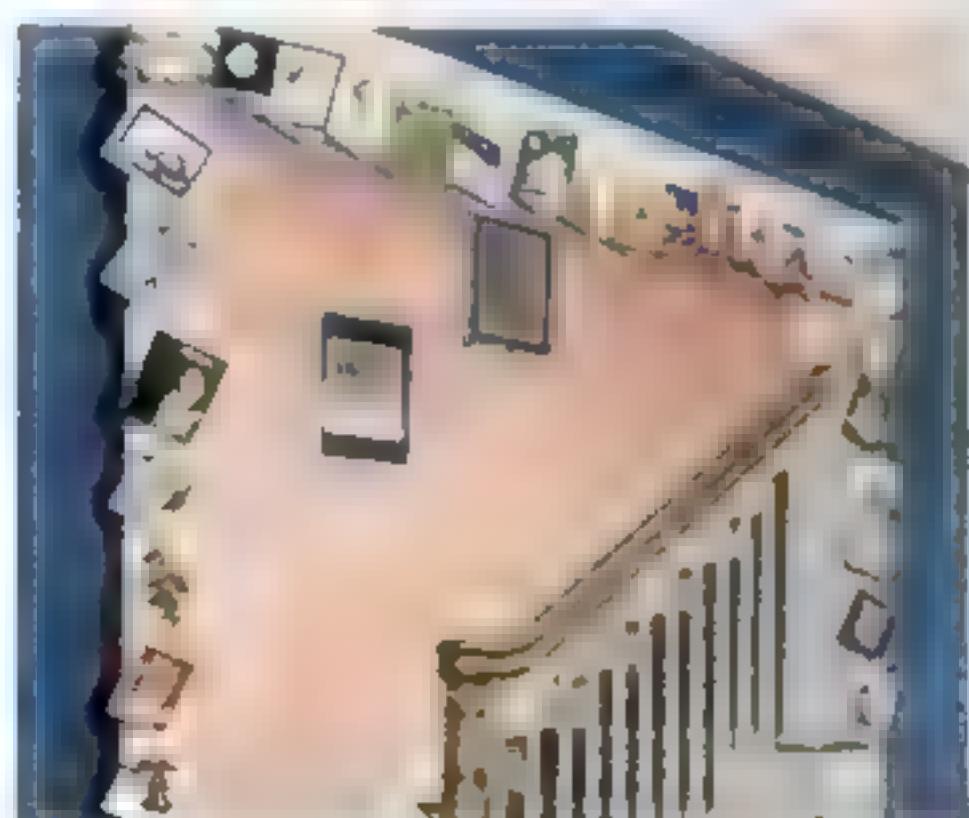
**It's one of many sparkling new ideas for Christmas decorating done with tape**

Here are ideas a-plenty for your Christmas decorating—and be sure you have a "Friendship Tree" in your home! It's a wonderful new way of expressing the warmth of feeling that goes with Christmas...taping the Christmas cards you receive right on your tree where your friends will see them! Transparent cellophane tape sticks at a touch, does the job in a wink!

←  
**TRIM A "FRIENDSHIP TREE" with a collection of the greeting cards your friends send you. Tape them on tree with loops of cello tape. Or tape cards to string settings strung in festoons or curtains.**



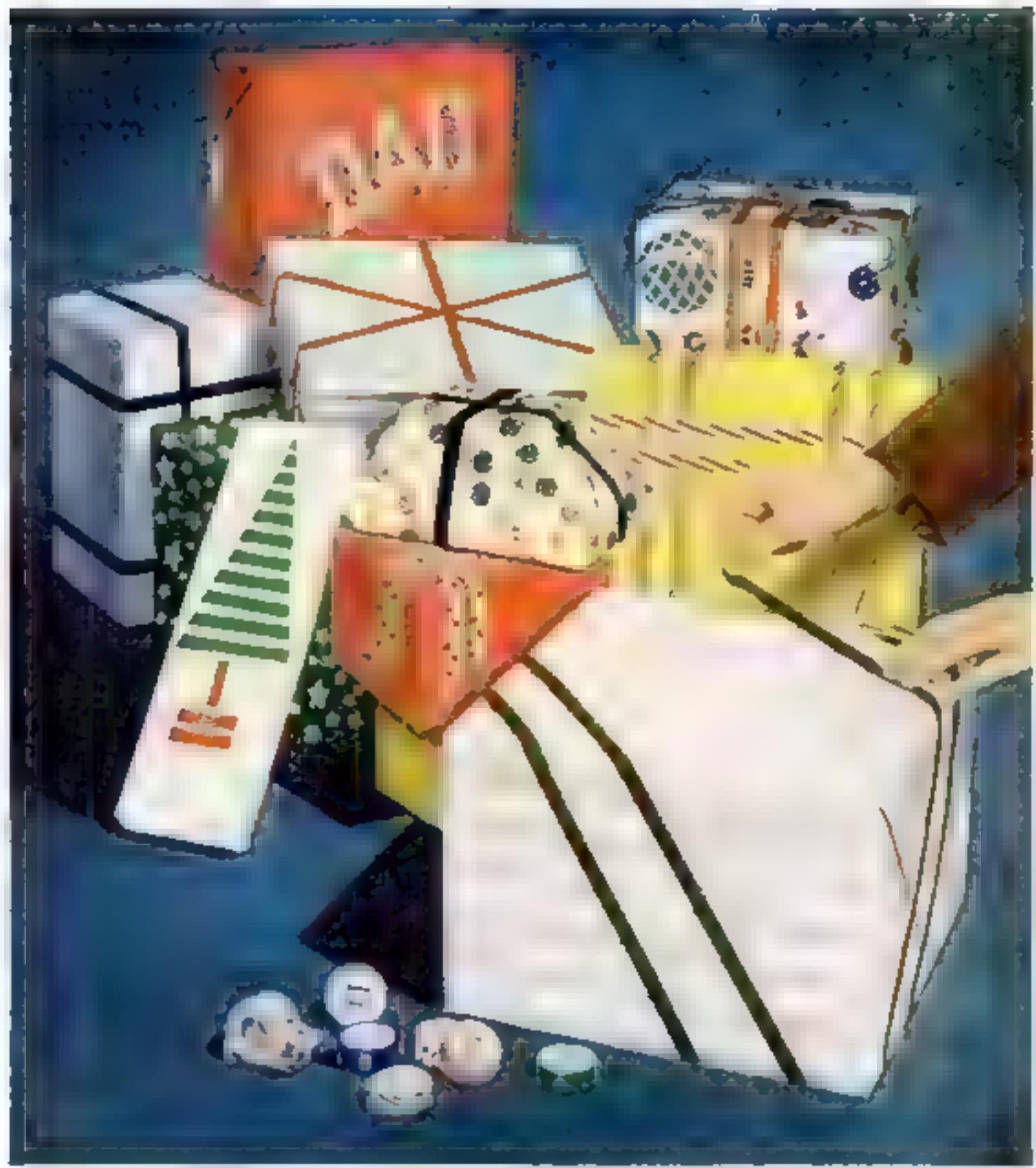
**DECORATE MIRRORS AND WINDOWS with cards taped in place. Watch your friends beam when they see their cards displayed this clever way!**



**BRIGHTEN DOORWAYS, ARCHES with chains of cards taped together on back of chain. Tape end of chain to molding or woodwork, or to wall paper or painted walls.**



**1** **SEAL GIFT WRAPPINGS** with transparent "Scotch" Cellophane Tape. Just a few short strips will do the job nicely.



**2** **ADD A SIMPLE DESIGN** with "Scotch" Gift Wrap Tape or Christmas Seals. They're easy to work with, come in many pretty patterns.

## "ONE-TWO" TAPE METHOD MAKES IT EASY TO WRAP GLAMOROUS PACKAGES

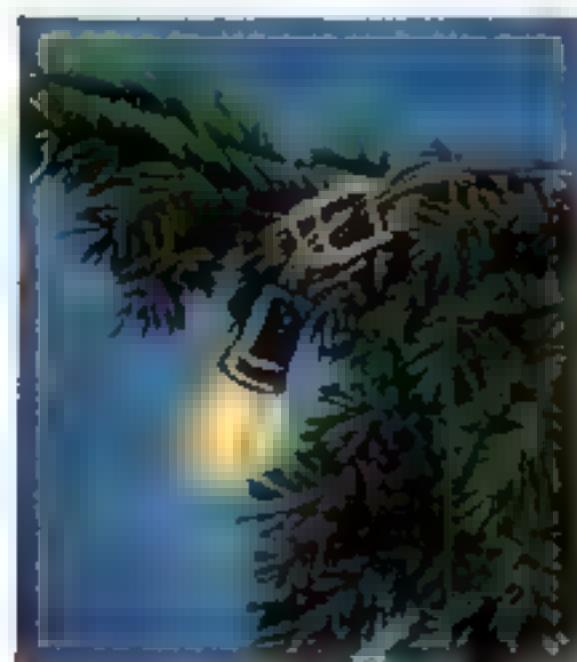
It is no trick at all to produce "the prettiest gifts under the tree" with these clever tapes. They stick at a touch without moistening, are especially helpful in beautifying odd-shaped gifts. Try "Scotch" Brand Tapes for all holiday decorating!



**HOLD BITS OF HOLIDAY GREENERY** on packages with transparent tape. Adds a gay note.



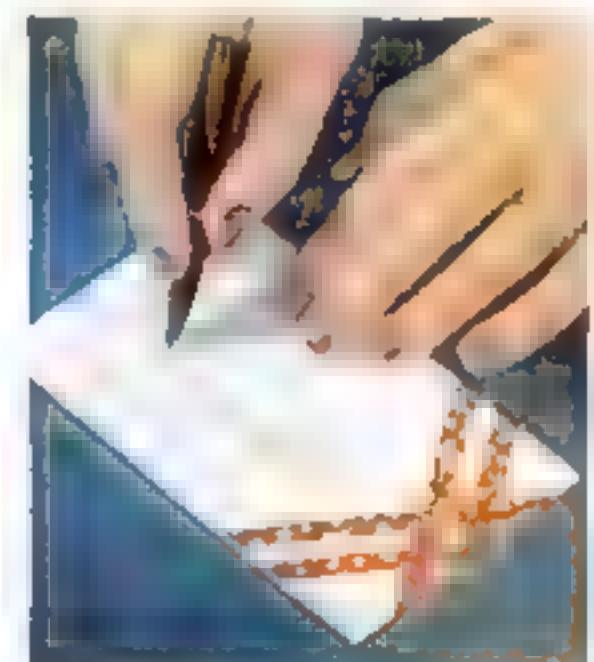
**MAKE PARTY FAVORS** with plain paper sealed and decorated with "Scotch" Brand Tapes.



**FASTEN TREE LIGHTS** with a wrapping of tight-sticking cellophane tape.



**HOLD NAME CARDS ON GIFTS** with these gay, colorful "Scotch" Christmas Seals.



**DECORATE GIFT ENVELOPES** with bright edgings of "Scotch" Gift Wrap Tape.



**SHARKING NEW DESIGNS** in "Scotch" Gift Wrap Tapes are 10¢ a roll at stores everywhere. Get "Scotch" Christmas Seals, too, 50 seals in 7 different designs in a handy dispenser, 25¢.



**TRANSPARENT AS GLASS**, thrifty "Scotch" Cellophane Tape is ideal for holding, mending and sealing. **IMPORTANT:** For quality, always insist on the "Scotch" brand, in the bright plaid dispenser.



**NEW CHRISTMAS GIFT IDEA** is this handy "Scotch" Desk Dispenser that's weighted to stay put as you pull off tape with one hand. Your friends would welcome one! \$1.69—and only 59¢ for a big  $\frac{3}{4} \times 792$  inch roll of tape.

Made in U.S.A. by MINNESOTA MINING & MFG. Co., St. Paul 6, Minn., also makers of other "Scotch" pressure-sensitive tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Durex Abrasives Corp., New Rochelle, N. Y. In Canada: Canadian Durex Abrasives Ltd., Brantford, Ontario.

ANOTHER  PRODUCT  
© 1949 3M CO.

# Recipe for a welcome change

Rum 'n' Cider Punch...  
so original, yet so easy!



Put imagination in your parties with a big help-yourself-bowl! (as originated at the Waldorf-Astoria, N. Y.)

This rum and cider punch is a welcome change from the same old routine, you'll hear your guests cheer this old-time drink with the distinctive new-time flavor of Puerto Rican rum. Light and dry, not heavy and sweet, and so wonderfully smooth, it's a crowd-pleaser from the word GO! Don't delay, try Puerto Rican rum today — many fine brands to choose from.



Rum Cider Bowl for 8 Good Friends!

1 quart sweet cider  
1 bottle golden Puerto Rican rum  
1 quart bottle club soda  
Juice & fresh lemon  
Add ice and you're all set!

A favorite holiday drink in 1776... today it's smoother than ever with light, dry Puerto Rican rum. For variety, flavor and downright ease, you'll find it a wonderful party bowl... A welcome holiday change for all!



Rum Egg Nog for Party of 8!

6 eggs  
5 tbsps. sugar  
1 bottle golden Puerto Rican rum  
1 pint chilled milk  
1 pint chilled cream

Separate eggs, beat yolks and whites separately. Stir sugar into yolks, add milk, cream and rum. Stir well. Add beaten whites over top. The most delicious egg nog you've ever tasted, thanks to Puerto Rican rum.

There are many fine brands  
—these words on every bottle

# Puerto Rican Rum

Light and Dry—  
not heavy and sweet

# THE ROYAL FAMILY GOES TO A MOVIE

## Stars and crowns share spotlight

The crowd that stormed happily against the police lines (below) and stood for hours in the bleak November evening had come out into the streets of London to get a look at a super double feature. This was a combination of the two great crowd-gatherers of our day: reigning royalty and reigning movie stars. The occasion was the annual Royal Film Performance, attended by the king and queen and the two princesses, and by a collection of top British and American film stars. This year's film was *That Forsyte Woman*, a Technicolored period piece based, in intention if not in spirit, on Galsworthy's novel *The Forsyte Saga*. There was also an all-star stage show. Afterward in the lobby royalty was formally introduced to the stars. This part of the show was far better than the movie, but together they raised £30,000 for charity.



JEAN SIMMONS CURTSIES TO QUEEN AS ROSALIND RUSSELL, RALPH RICHARDSON, WALTER PIDGEON WAIT



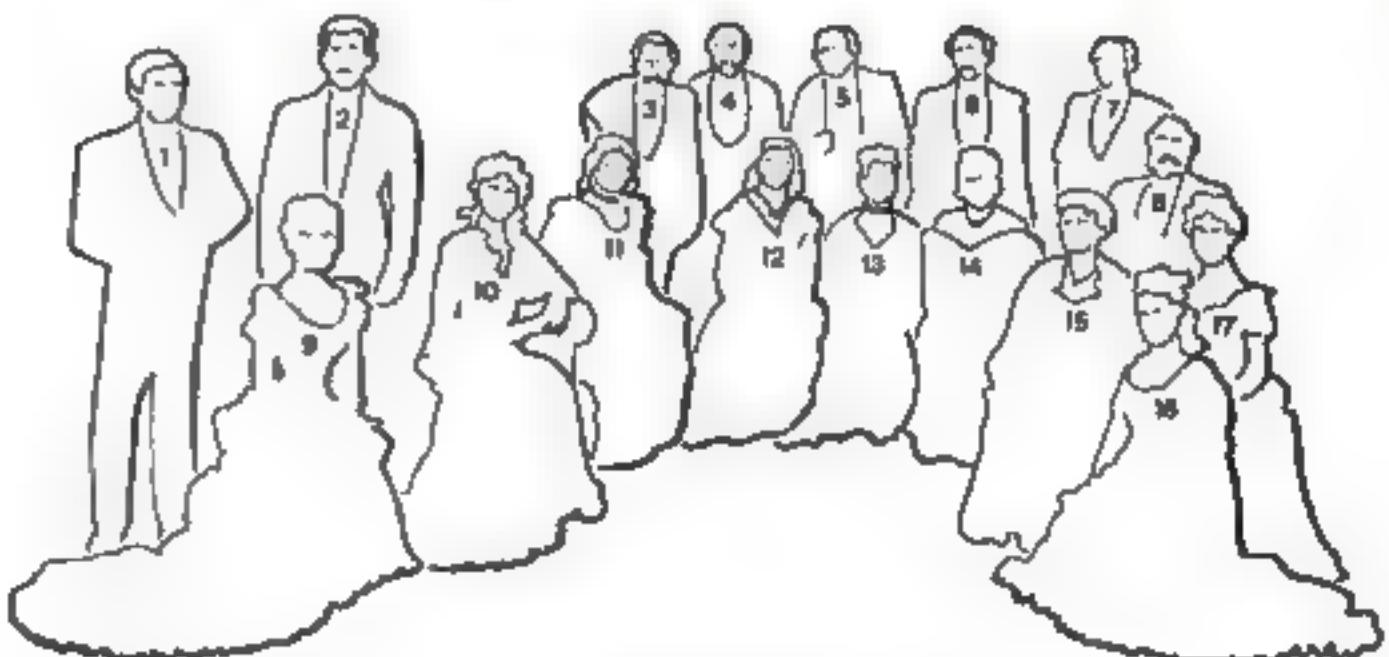
GRINNING BOBBIES hold back the grinning girls who stood for hours outside the Marble Arch Odeon to get a fleeting glimpse of the visiting celebrities. The crowd

was orderly compared to that which came to last year's Royal Film Performance, when some of the stars were manhandled by their admirers. All the same, 37 women fainted.

Royal Film Performance CONTINUED



**FORSYTES ARE ROYAL FAMILY TOO**



There are few English families, in real life or fiction, more notable than the Forsytes, the solid people of property about whom John Galsworthy wrote nine novels. Above: M-G-M has gathered its cast of *That Forsyte Woman* for a handsome group portrait of "an upper middle-class family in full plumage"—an 1886 reunion of the Forsytes, except for young scapegrace Jolyon—that captures the stiffly graceful, expensive formality of Victorian England which Galsworthy portrayed. In key above and captions at right the individual Forsytes are identified.



Anson Kuff-Loop  
with matching tie  
slide. IT OPENS!  
1/20 12 Kt. Gold  
Filled. Set illustrated  
\$12.50 (plus tax).  
Other Kuff-Loops  
\$2.50 and up.

This is a cuff link Christmas! Ask  
for the Anson Kuff-Loop (above). IT  
OPENS... for easy use. Completely en-  
circles the cuff. All original Anson stylings  
that are correct, different and in excellent taste.

The famous, exclusive Anson Grip-Clip (pat. pend.).  
IT OPENS!!! to actually admit tie. Cannot injure  
the most delicate fabrics. Wide variety of original  
designs with matching cuff links. A superb masculine  
gift he'd certainly choose for himself!

*Gift boxed—Anson  
Grip-Clip with har-  
monizing links in  
fashionable choice  
of colors. Set illus-  
trated \$5.00 (plus  
tax).*

MORE  
MEN  
CHOOSE

*Anson*  
A COMPLETE LINE OF MEN'S JEWELRY

©ANSON Incorporated, Providence, R. I.



1 and 2 are Chester, a Forsyte nephew, and Soames (Errol Flynn), a pompous man described by Galsworthy as "carrying his nose with . . . [an] appearance of 'snif,' as though despising an egg which he knew he could not digest." He loses his wife Irene because he can only treat her as a piece of property.

3 is old Jolyon Forsyte (Harry Davenport), head of the family, who "had a patriarchal look" . . . and "gave an impression of superiority to the doubts and dislikes of smaller men. . . . It would never have occurred to old Jolyon that it was necessary to wear a look of doubt or defiance."

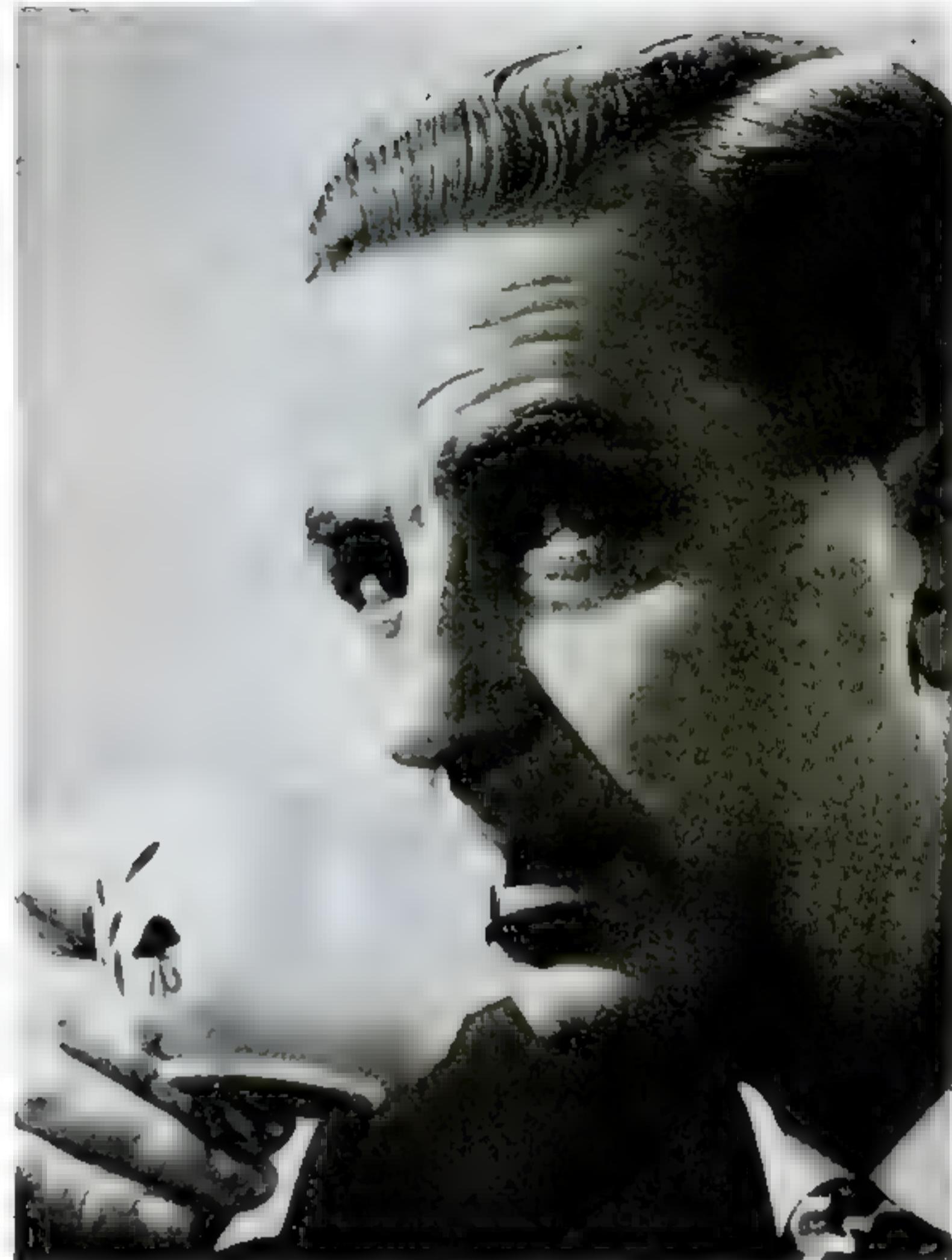
4 to 8 are five brothers of old Jolyon Swithin who collected furniture, Nicholas who collected company directorships, Roger who collected real estate, Timothy who collected 3% government bonds, and James who loved gossip and grumbling. They had all "done so well for themselves . . . and caused their wives and children to attend . . . the more fashionable churches."

9 is June (Janet Leigh) daughter of young Jolyon, whose fiancé plots her for Irene. She is described by some members of her family as "all hair and spirit" and as "that little Flitbertigibbet." She grew up to be an unconventional Forsyte who collected unsuccessful, unpropertied people.

10 is Irene Forsyte (Greer Garson), Soames' unhappy wife whose passion and beauty disrupt the family. "I call her distinguished-looking," says one of the uncles, and Galsworthy adds, "It was the highest praise in the Forsyte vocabulary." Irene eventually marries the scampish Forsyte, young Jolyon, played by Walter Pidgeon, who has no place in this family reunion.

11 to 17 are five elderly Forsyte aunts and two young nieces who play minor parts in the development of Galsworthy's family chronicle but who nevertheless do much to keep together the proud, conservative structure of the clan.

CONTINUED ON NEXT PAGE



## Ever say: "Maybe I shouldn't drink any more coffee today"?

SOMETIMES—perhaps at dinner, or perhaps at lunch—the thought may come that you've had *enough* coffee for the day.

It happens to many people who love coffee—but realize how the caffeine in coffee can upset them.

And so when you yourself begin to feel jittery and nervous—or when you're sleepless at night—you almost *automatically* begin checking up on how much coffee you had that day.

And you speculate on cutting down on it—or giving coffee up entirely—and yet you hate to do it.

Do you have to? NO!

### DRINK SANKA COFFEE

You can go right on drinking the coffee you love—and yet stop worrying—if you drink Sanka Coffee.

Sanka is real coffee, all coffee, grand coffee! It has all the aroma, *the bracing*

cheer, the flavor that only real coffee gives you.

### REAL COFFEE - 97% CAFFEIN-FREE

But the *big* thing is—you can drink as much Sanka as you want, any time you want. It can't possibly keep you awake, or make you feel nervous or jumpy!

So why not start drinking Sanka Coffee tomorrow? You have nothing to lose . . . and possibly a great deal to gain!

## Sanka Coffee

Real coffee with the worry taken out.  
Drink it and sleep!



Products of General Foods

Royal Film Performance CONTINUED

THIS  
Christmas  
GIVE  
Rexair

The  
WATER  
Machine

EXTRACTS AND  
TRAPS DUST  
IN A BOWL  
OF  
WATER

EXCLUSIVE WITH  
Rexair

WASHES AIR,  
HUMIDIFIES, VAPORIZES,  
DOES ALL VACUUM  
CLEANING WORK, AND  
EVEN SCRUBS FLOORS

The Christmas gift with year-round health insurance for the receiver. Call your local dealer (listed in phone books of principal cities in United States and Canada) for particulars, or write direct to:

REXAIR DIVISION  
Martin-Perry Corporation  
Box 9640 TOLEDO, OHIO

Guaranteed by A 60-Year-Old Company  
OVER 1,000,000 SATISFIED USERS



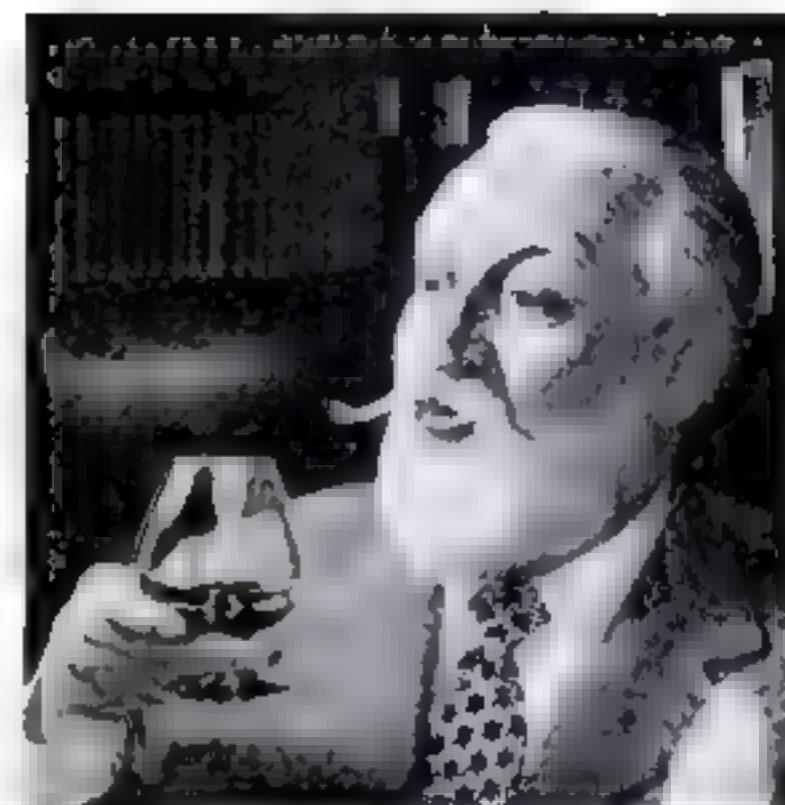
ROYALTY SMILES as it is presented to a pair of stars (foreground). Waiting their turn in group under arrow at left are (from left): George Murphy, Gregory Peck, Walter Pidgeon, Sir Ralph Richardson, Rosalind Russell, Jean Simmons, Ann Sothern and new English star Richard Todd. Arrow in center points to English film magnate J. Arthur Rank, arrow at right to Greer Garson.



ROYALTY STARES from the royal box at the elaborate stage show, which included a modern-dress version of *Cinderella*, songs, skits and a zither player.



STARS PERFORM on stage as an afterpiece to their own picture. Here Greer Garson and Walter Pidgeon re-enact famous roles as Mr. and Mrs. Miniver.



Monty Woolley recommends  
Monnet Cognac  
for Christmas

Here's a royal gift for those you wish especially to please and honor! Here's a brandy to be sipped and savored luxuriously by those favored few who, in your estimation, are worthy of the very best! Monnet Anniversaire Cognac is a special bottling of a French brandy so fine it can surely be called *exquisite*. And its package reflects the luxury of the liquor itself—a handsome antique-type bottle in a cabinetmaker wooden case.

• Mr. Woolley makes five interesting Christmas gift recommendations. They all appear in this issue. Look for them!

MONNET ANNIVERSAIRE COGNAC • 82 PROOF  
NATIONAL DISTILLERS PRODUCTS CORP., N.Y.

This "Christmas bike"  
is guaranteed as  
long as you own it!



It's made by Schwinn—the most famous name in bicycles—expressly for B. F. Goodrich. And it's built so strong, so rugged that it carries a guarantee not for a month or a year—but as long as you own it! Streamliner model above has sturdy cantilever design frame, tubular steel rims, built-in parking stand, double-coat enamel finish, electric horn and light. Complete line for boys, girls, men, women, \$38.95\* up. \*Slightly higher west of the Rocky Mountains.

**FREE! GIFT IDEAS!**  
40-page, illustrated B. F. Goodrich  
Christmas catalog solves your shopping  
problems. Get one from your  
BFG retailer or write to B. F. Goodrich,  
Dept. M, Akron, Ohio.



# Any time is Brentwood time

...ESPECIALLY

## Christmas!

Brentwood—the perfect sportswear

gift for "round the clock"

pleasure all year long.



A—Brentwood's "Bayamo" jacket in imported Australian wool, \$10 and smart end-on-end spun rayon shirt, \$7  
 B—Brentwood's new "Canyon" sport shirt designed for action or leisure. Extra fullness for all sports or smart relaxation, \$6  
 C—The "Bermuda" sport-vest by Brentwood with gabardine front and knitted back \$5 worn with handsome coin-dot sport shirt, \$7  
 D—The "Pancho", a new, popular pullover sport shirt with osley knitted waistband, \$6

#### AROUND THE CLOCK

- 1 O'CLOCK—Fine virgin wool pull-over sweater \$6 to \$18
- 2 O'CLOCK—Button front sleeveless sweater in virgin wool, \$5 to \$7.50
- 3 O'CLOCK—Virgin wool sleeveless sweater in new smart pastel tones, \$3 to \$15
- 4 O'CLOCK—A new sport shirt in a fine iridescent fabric, \$7
- 5 O'CLOCK—Superbly styled Nylon-and-acetate sport shirt \$7.50
- 6 O'CLOCK—Crease-resistant gabardine sport shirt, \$6
- 7 O'CLOCK—A fine raised-cord, spun rayon sport shirt, \$7
- 8 O'CLOCK—The chalk stripe and chevron pullover sweater, \$9... also coat style, \$10... sleeveless pull-over, \$6
- 9 O'CLOCK—Handsome "Gaucho" style sweater in virgin wool, \$8.50
- 10 O'CLOCK—"Hab-nob", a smartly featured coat sweater in virgin wool, \$10... pullover style, \$8.50... sleeveless, \$6
- 11 O'CLOCK—The "Spencer" zipper coat sweater by Brentwood, soft, light and warm, \$7.50
- 12 O'CLOCK—Brentwood's "Preston" Coat sweater in a variety of two-tone combinations, \$10

All sweaters and shirts  
Illustrated are washable.

Morning 'till night... weekday or weekend...  
there's always a time and a place for the  
good looking, casual comfort of sportswear by  
Brentwood. Sport shirts with those extra quality  
details that attract admiring eyes. Sweaters  
knitted with deep softness and quality perfection  
in every stitch. Yes, these and other smart  
Brentwood creations... all faultlessly tailored  
and styled with handsome, casually draped lines,  
can be proudly worn... all day... any day.



*I know you're  
is longing for a present  
this Christmas*

No gift will bring so much happiness to the one you love as a precious, precise Hamilton Watch—the ideal gift for any occasion—birthdays, anniversaries, weddings as well as Christmas. Every Hamilton is the product of strictly American research, workmanship and engineering.

Shown above, from left to right: **1.** EL-38 14K natural gold case and bracelet; silver dial, \$150. **2.** CAROL 14K natural gold case, \$150. **3.** ALICE 14K white gold case set with 14 diamonds, \$215. **4.** ALICE 14K natural or white gold case set with 2 diamonds, \$120. **5.** JOANNE 14K natural gold-

filled case, \$60. **6.** FRANCES 14K natural or white gold case, \$100. **7.** NOVA 14K natural 2-dial case and bracelet; \$64. **8.** BETTY 10K natural gold filled case; \$55. **9.** LINDA 10K natural gold filled case; luminous dial and sweep-second hand; \$63. **10.** DONALD 14K natural gold



*for* marrying me in the first place . . .

*for* bringing up our children—while I mostly sat back and gave advice.

*for* the 2,008 pairs of socks you've darned.

*for* finding my umbrella and my rubbers Heaven knows how often!

*for* tying innumerable dress ties.

*for* never getting sore at my always getting sore at your bridge playing.

*for* being the family chauffeur, years on end.

*for* planning a thousand meals a year—and having them taken for granted.

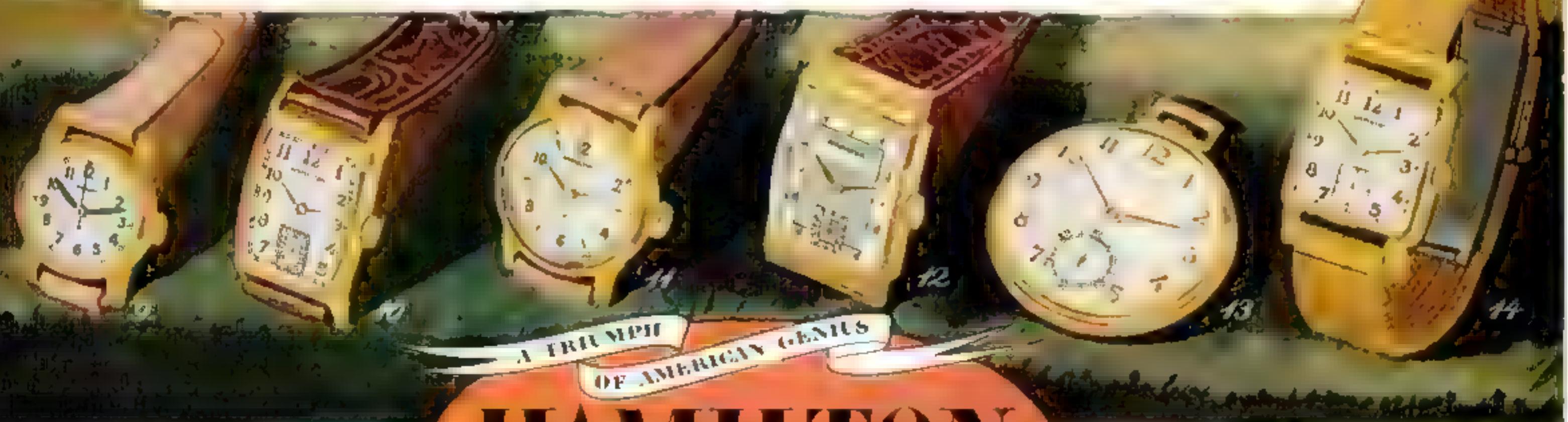
*for* a constant tenderness I rarely notice but am sure I couldn't live without.

*for* wanting a *good* watch ever so long . . . and letting your slow-moving husband think he'd hit on it all by himself.

*for* just being you . . . *Darling, here's your Hamilton with all my love!*

*Yours*

*NOTE: This letter is published for the fourth time because so many wrote us praising its warm Christmas sentiment. Hamilton, of course, makes a wide variety of fine watches for men as well as women.*



case: \$100; II. NORDON—10K natural gold-filled case, sweep second hand (sealed against moisture and dirt); \$71.50;  
**12. GORDON**—10K natural gold case; \$100;  
**13. BLAINE**—11K natural gold case; \$90;  
**14. ERW**—11K natural gold filled case, gold filled bracelet; \$1150.

**At better jewelers everywhere.** Priced from \$49.00 to \$1,000. Prices not Fed. Tax. All prices subject to change without notice. Since 1892 Hamilton has made fine, fully jeweled watches exclusively. Hamilton's experience making railroad watches assures greatest accuracy in every grade. Send for FREE folder and revealing booklet, "What Makes a Fine Watch Fine?" Hamilton Watch Company, Dept. B-6, Lancaster, Penna.



1. *Leucosia* *leucosia* (L.) *leucosia* (L.) *leucosia* (L.) *leucosia* (L.) *leucosia* (L.)

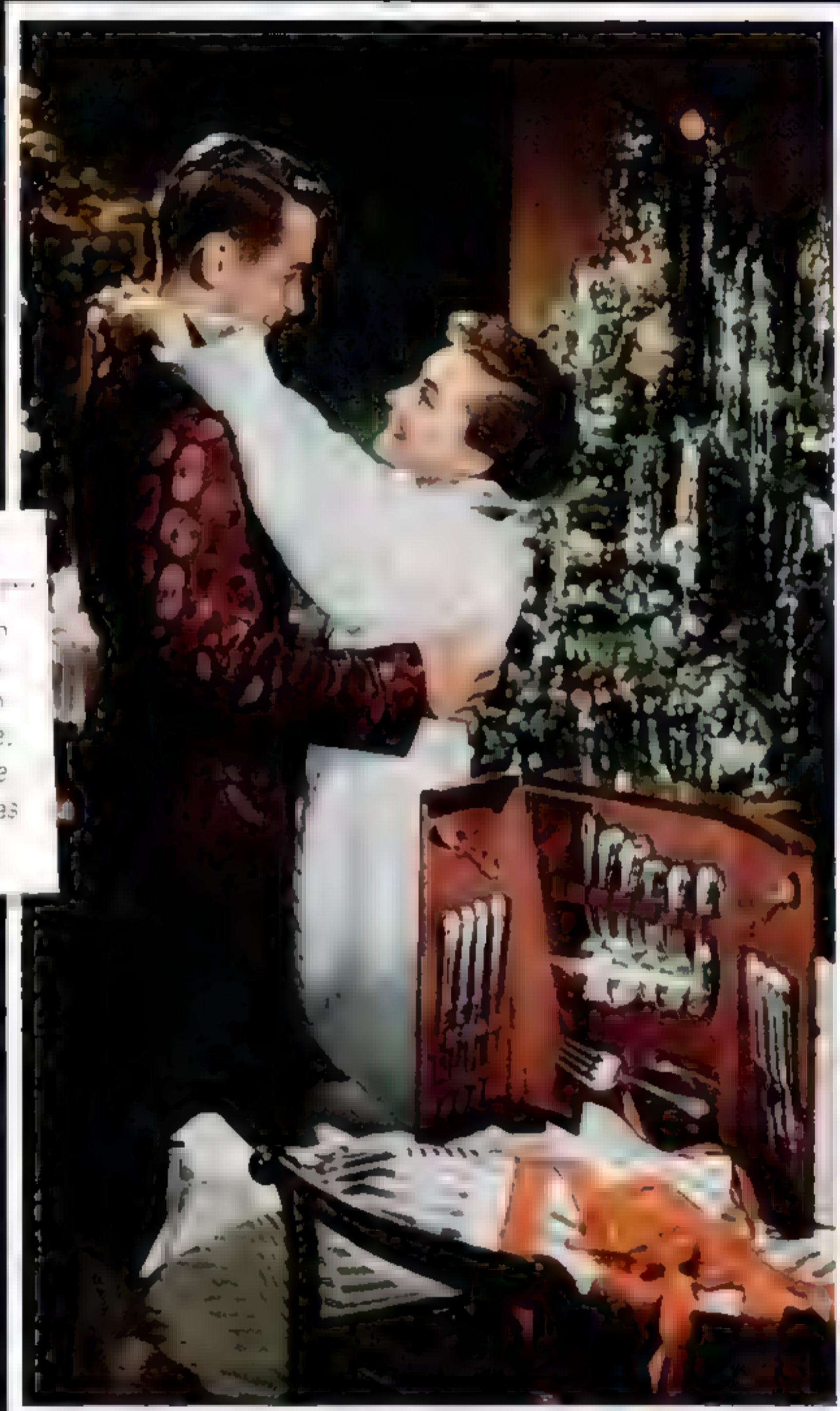
It's still a living tradition for a groom to give his bride something special on their first Christmas. Something she can keep and cherish... like a very special silver plate. And though silver patterns may have changed, for over 102 years there has been one traditional choice...

For over 102 years American Bridges  
have treasured beautiful 1847 Rogers Bros.  
silverware above all others.

Today's magnificent patterns have an extra height and depth of ornament, a perfection of finish and balance usually found only in solid silver.

62-piece service for eight in the  
beautiful, richly lined walnut finish  
cabinet illustrated, \$79.75.

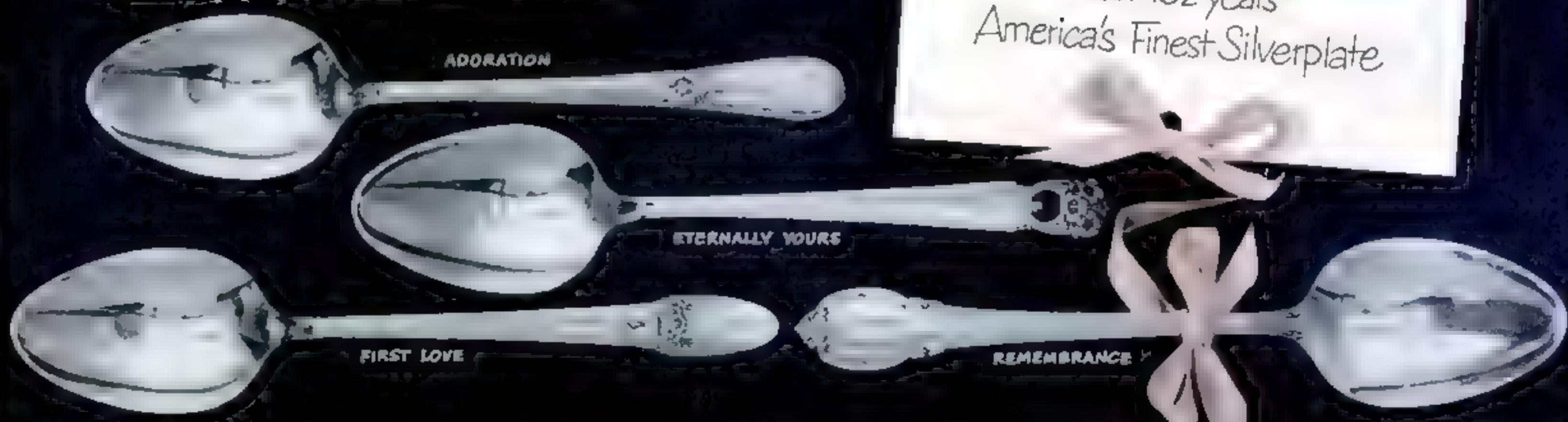
Other wonderful Christmas gifts... Silver Snack Sets, Iced Drink Sets, Cocktail Sets and Demitasse Sets in dual purpose mahogany cases; their velvet linings fit out, making handsome cigarette cases or jewel boxes. No Federal tax.



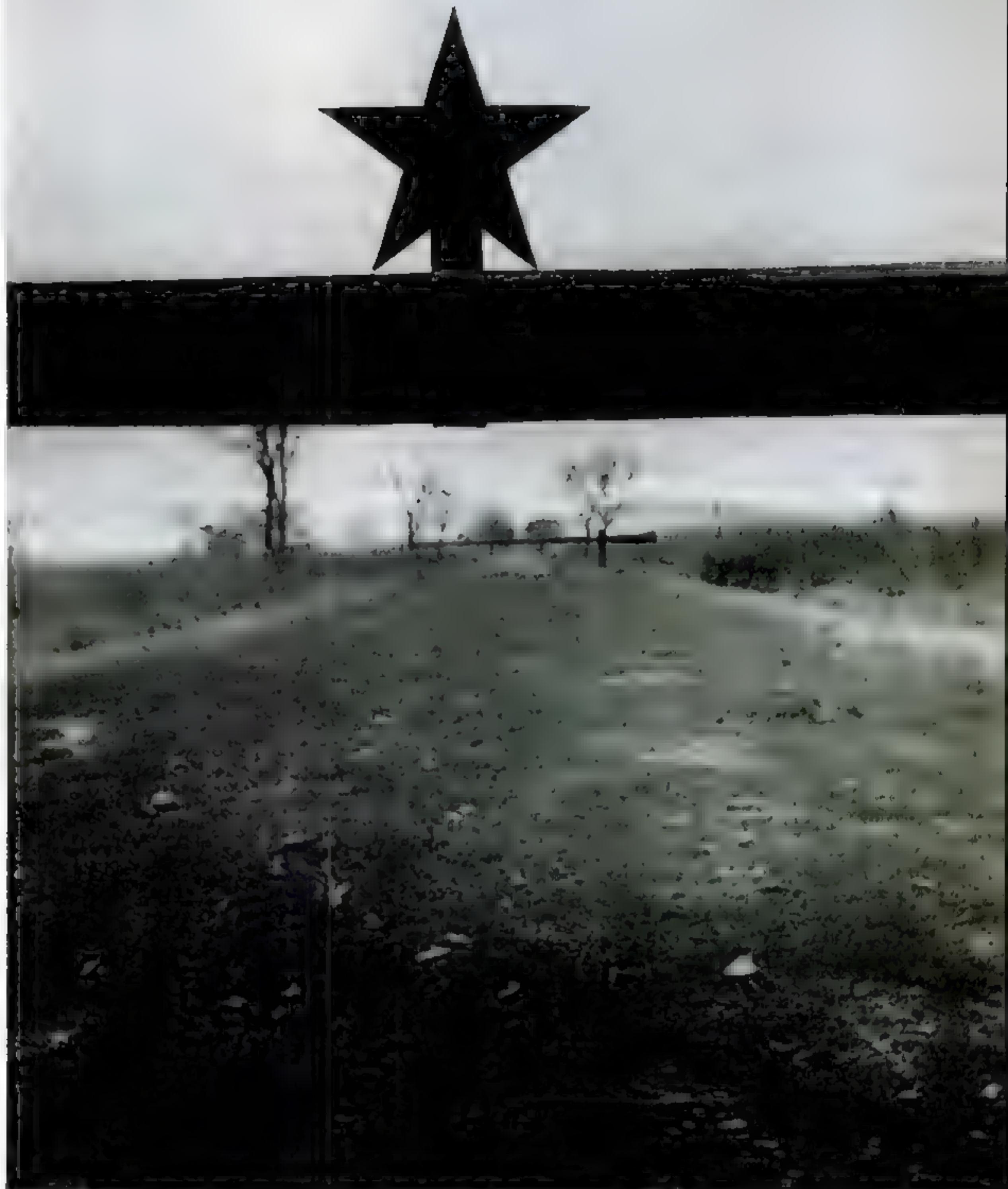
January 1949, The International Silver Company, Meriden, Conn.

## Our Pages Book

for 102 years  
America's Finest Silverplate



**THE FRONTIER** between Hungary and Russia is closed and grass blurs the outline of the highway. Beyond the barriers topped by the red stars the road stretches indefinitely to nothing. Few men go down it, fewer still return.



# IRON CURTAIN COUNTRIES

## A SENSITIVE PHOTOGRAPHER SHOWS THEIR SOMBER MOOD

PHOTOGRAPHED BY WERNER BISCHOF

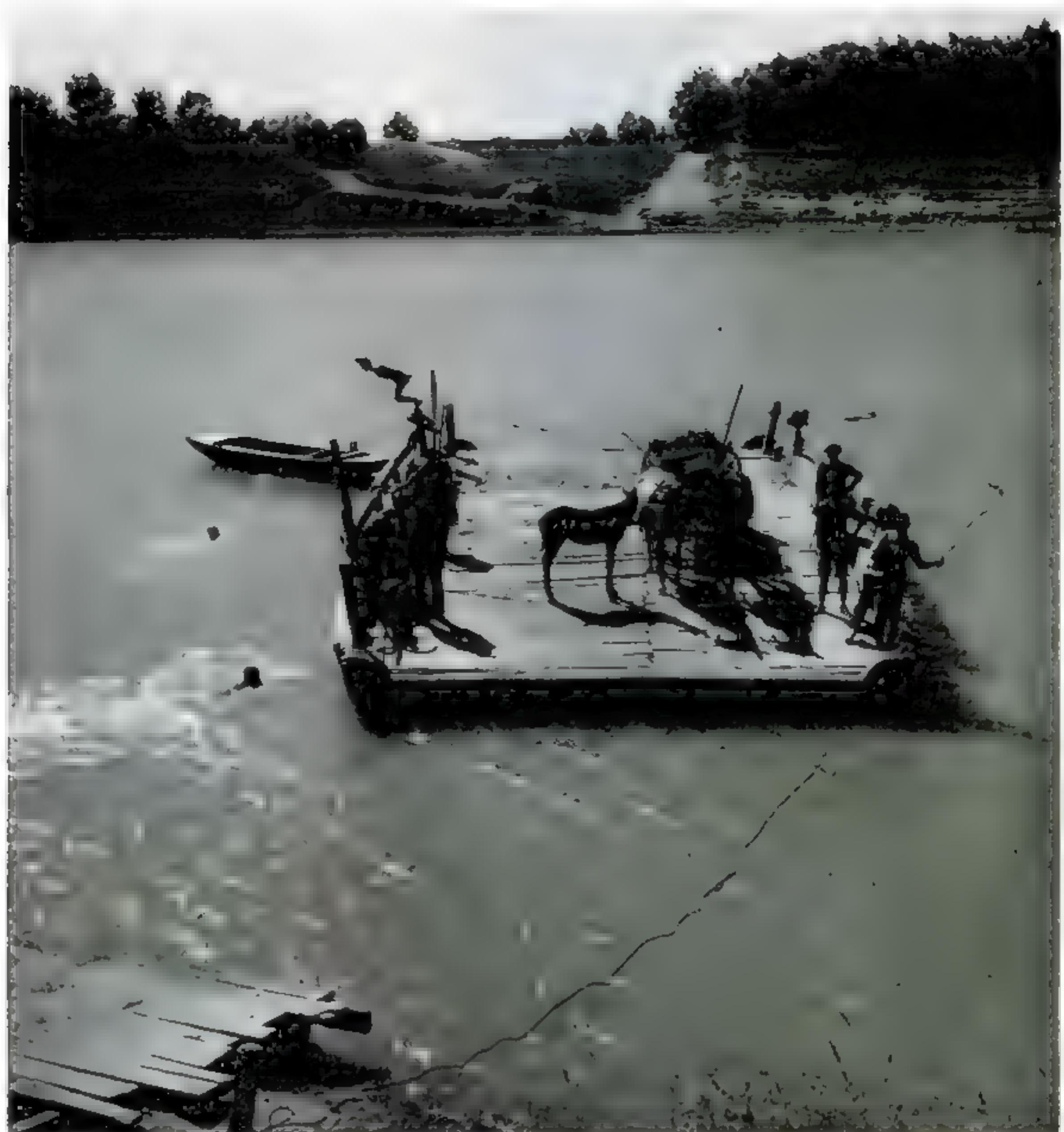
The Iron Curtain is easier to say than see. The following pages may indicate that superficially Eastern Europe has not greatly changed. The life of its kaleidoscopic peoples is still a struggle with the primitive problems of hunger, poverty and backwardness. Their newer struggle with Communism's organized oppression is devious and hidden. Indeed, obvious change is relatively small, for the effect of Russia's policy has been generally to make its satellites a cultural vacuum. There is nothing less photogenic than a vacuum, but in these pictures of Poland, Hungary and Romania the lens of a sensitive Swiss photographer has caught something of how it feels to live in a country where foreign rulers lay a heavy hand on daily life. In front and in back of these people the Iron Curtain hangs, fold behind rusty fold. The ironic misfortune of the satellites was that when war ended they still enjoyed appreciably more comfort and freedom than the Russians ever had. Lest its own proletariat revolt, the Kremlin created a screen to protect them from visions of the better life of their satellites. And lest the satellites revolt while being exploited, the Kremlin had to protect them from still better visions. The road above, from Hungary to Russia, is just as grass grown as the roads from Hungary to the West. When Photographer Bischof tried to pass a bullet from a distant watchtower whipped by his ear.

# HUNGARY



THATCHED FARM HUTS bake under the sun on the *pusztá*, Hungary's broad, flat prairie land. Swept by burning winds in summer and cold rains in winter, this moody and temperamental land is all the peasants know.

PIG AND PEASANT go to market exactly as they have since the Middle Ages. Peasant way of life is old and primitive, but collectivization is gradually providing modern conveniences: bureaucracy and farm machinery.



ANCIENT FERRY carries farm wagons, horses and people across the river. Cable holds it against the current; the ferryman pulls it along while a few of his passengers take a swim.



THE CACKLING OF GEESE is a familiar sound on any Hungarian farm. Fattened on the *puszta's* rich grain, they are driven to market towns in the back of a farm cart to raise a little cash to satisfy the peasants' needs.



# HUNGARY

CONTINUED



**BRUTAL TOIL** is lot of the peasant. During disastrous flood and freeze, this man hauls his few possessions on a boat through a channel chopped in the ice toward the higher ground beyond

A COWHERD'S DOG barks dismal-  
ly at the intruding camera while  
the cows, watering in the shal-  
lows of the Danube, raise their  
heads to stare. Such herds are  
gradually being collectivized.



**PRISONERS OF WAR** returning home after the war were prom-  
ised special favors and jobs by the government. Few jobs were  
available, however; for the unemployed the pavement is home.





# ROMANIA



IN BUCHAREST laborers sweep up mud in the former palace square. Huge posters of Red leaders on Ministry of Interior change with each purge.

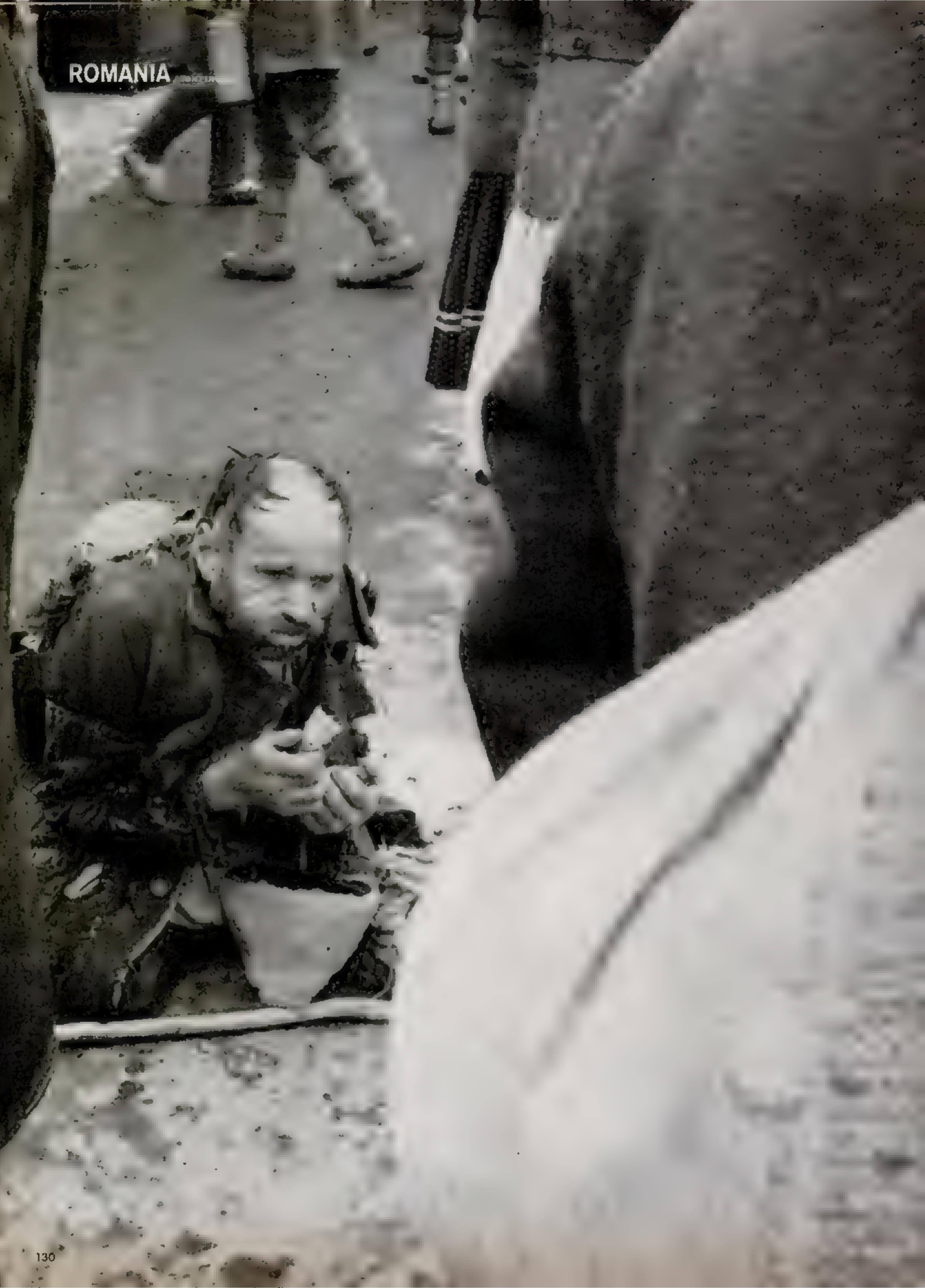
JASSY, an ancient university city, was formerly northern Romania's capital. Today many of its streets are mud holes and many of its impoverished people exist on relief.



OLD WELL stands in the snow on the outskirts of Jassy. Beyond the immediate center of town, the sanitation is best described as nonexistent.



ROMANIA





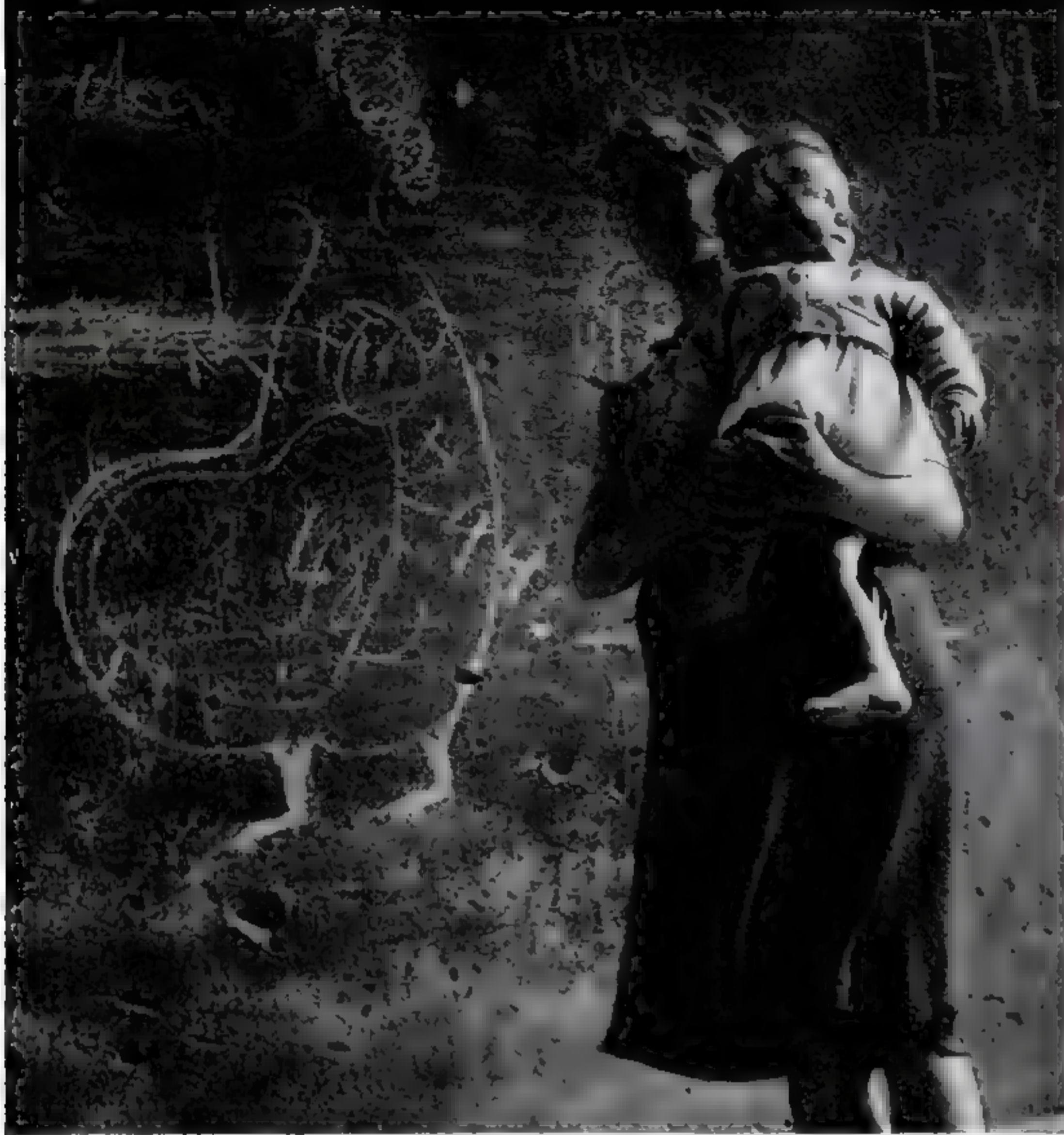
**RAGGED PEASANT** haggles with a woman at Bucharest market. Under price control farmers refused to sell produce; when controls were relaxed prices soared.



**BAREFOOT CHILDREN** line up for food in Bucharest school. Strict rationing system does not provide them with shoes, adequate clothing or food.

← **A BEGGAR** crouches unheeded over his crust of bread in a street in Homoród. Here, in Transylvania, poverty of people is beyond description.

# POLAND



**MOTHER AND CHILD** stand in front of their cellar home in Warsaw before a child's scrawl of pregnant woman and unborn infant. Government employees get first call on new buildings; the others take what they can get.



**A PEASANT HOME** contains the best things in its owners' lives: rude but brightly decorated furniture, dark bread, a jug of milk, a mother hen with her brood—harbored here so that the marauding fox cannot kill them.

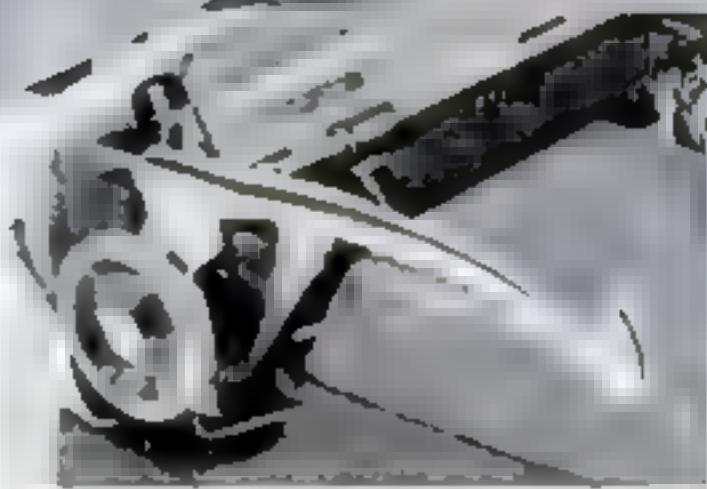
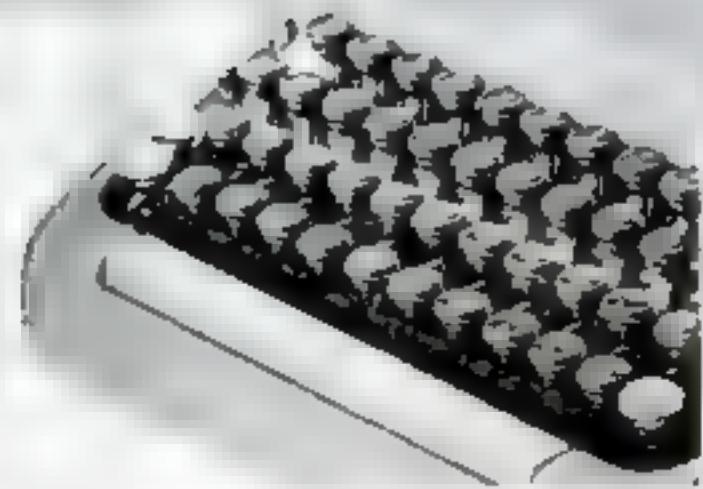


**THE NEW WARSAW** is as glittering as ruins of the old city are dusty and drab. Housing is priority project in postwar Warsaw. Under plans for reconstruction (LIFE, May 30) city is being largely rebuilt on modern lines.



# WORLD'S FASTEST PORTABLE!

THE ALL-NEW 1950  
**SMITH-CORONA**  
INTRODUCING  
**Colorspeed**  
KEYBOARD



**NEW! Colorspeed KEYBOARD.**  
Full size, Standard Office  
Keyboard. Molded key tops fit fingers.  
Colors are restful to eyes. It brings a  
new typing "touch"... faster, easier!

**NEW! QUICKSET MARGIN CON-**  
**TROL.** Instant margin settings  
by touch of your finger. Located  
above full length paper scale. Simple  
to operate... visible, accessible.

**NEW! SYNCHRONIZED CARRIAGE  
RETURN LINE SPACER**  
gives single, double, triple spacing with  
perfect line registration. Ask dealer  
to demonstrate this unique feature.

**NEW! ACOUSTICAL VENTS.**  
Fully enclosed design has  
louvres in rear to vent sound waves  
from within mechanism. It silences  
operating noises as never before.

AT LAST, a portable with the  
**TOUCH** and **ACTION** of an office  
typewriter!

Two great features. Dual Universal  
Action and the new Super-Speed  
Escapement are mainly responsible  
for the amazing speed and smooth  
action of the new Smith-Corona.  
The machine has a lighter, "snap-  
pier" touch and speed unknown on  
a portable before. No wonder it has  
been hailed as the "fastest, smooth-  
est writing portable in the world."

## A REVOLUTIONARY PORTABLE DESIGN

It's not just a new or "improved" model, but has been completely redesigned inside and out and introduces many "first time" typing aids. 3 new models: Silent (illustrated) \$89.50, Sterling \$84.50, Clipper \$79.50... in all states having "fair trade" laws. Prices are exclusive of taxes and are subject to revision. Ask about terms.

This Christmas give a  
**Smith-Corona**

L C SMITH & CORONA TYPEWRITERS INC SYRACUSE 1 N Y 6000

IT'S THE PERFECT CHRISTMAS GIFT  
FOR EXPERT OR BEGINNER!



CASE WITH  
EACH M...



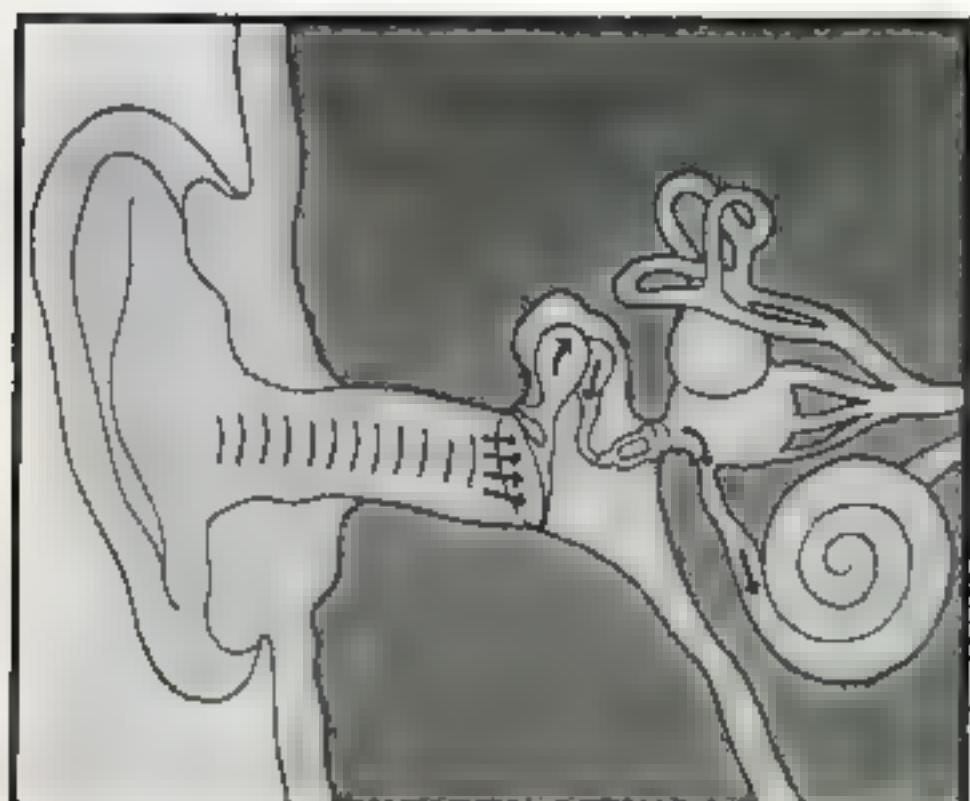
PLASTIC EARDRUM IS INSERTED WITH PROBE PLACED INTO ITS HOLLOW END. THE DRUM SHOWN ABOVE HAS TAIL TO FIT THIS PARTICULAR PATIENT'S INNER EAR

# PLASTIC EARDRUM

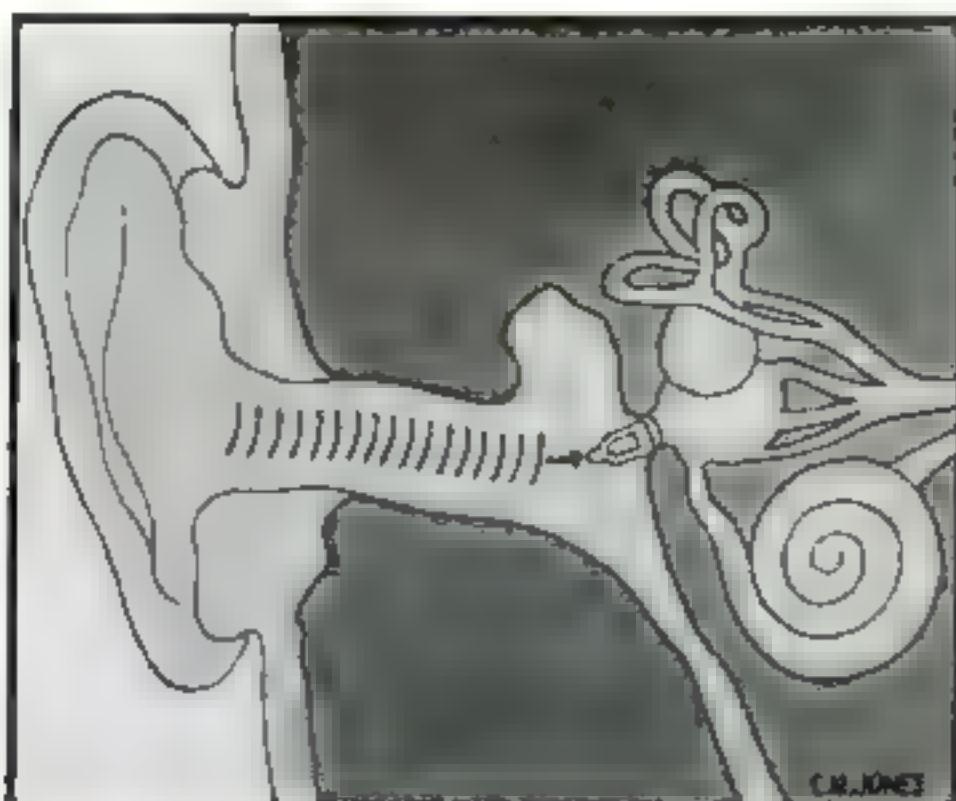
It will help to restore hearing destroyed by surgery or infection

The newest spare part for the human body is a small plastic tube (*above*) which can be inserted into the ear to take the place of a missing eardrum. This simple device, developed by Dr. A. G. Pohlman of Los Angeles, will restore normal or near-normal hearing to thousands of people whose eardrums have been removed by surgery or destroyed by infections like measles and scarlet fever. It will not help those whose deafness is caused by damage

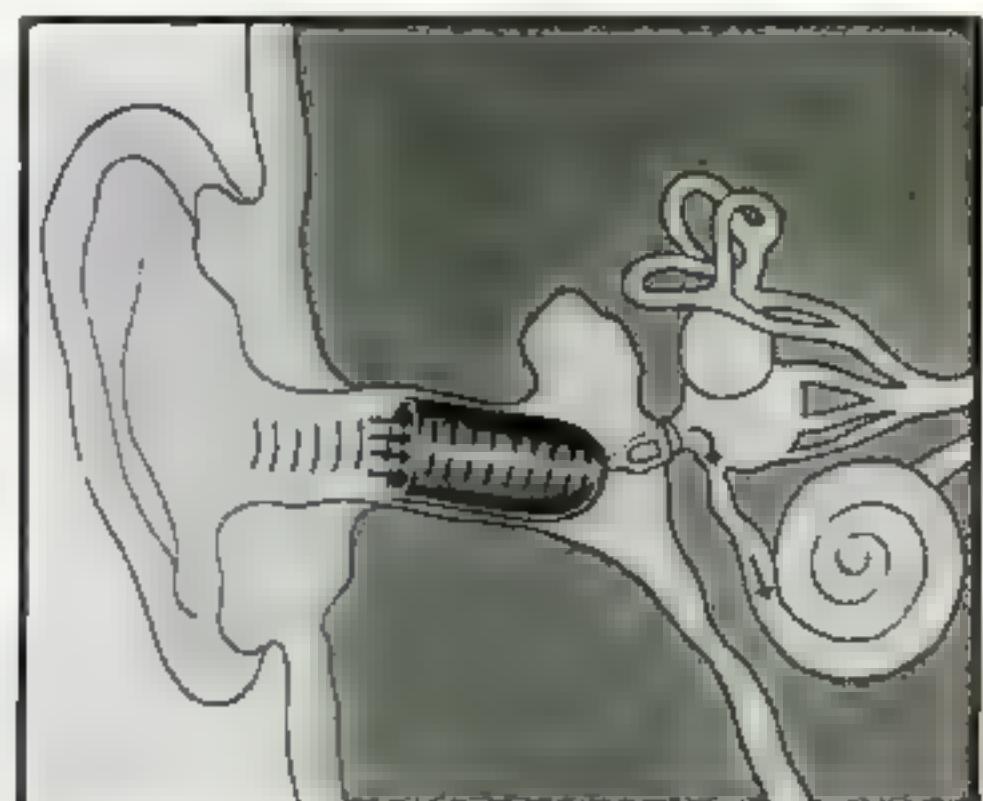
to the inner ear or to the nerves which transmit sound impulses from the inner ear to the brain. But where the problem is one of substituting for the middle ear, whose function is to pick up and concentrate sound waves, the artificial eardrum does an efficient job (*below*). It can be made at very little cost to fit the individual patient; it is invisible when in place, and it can be taken out and inserted almost as easily as false teeth or contact eye lenses.



IN A NORMAL EAR sound waves striking the drum reach inner ear through three small connecting bones.

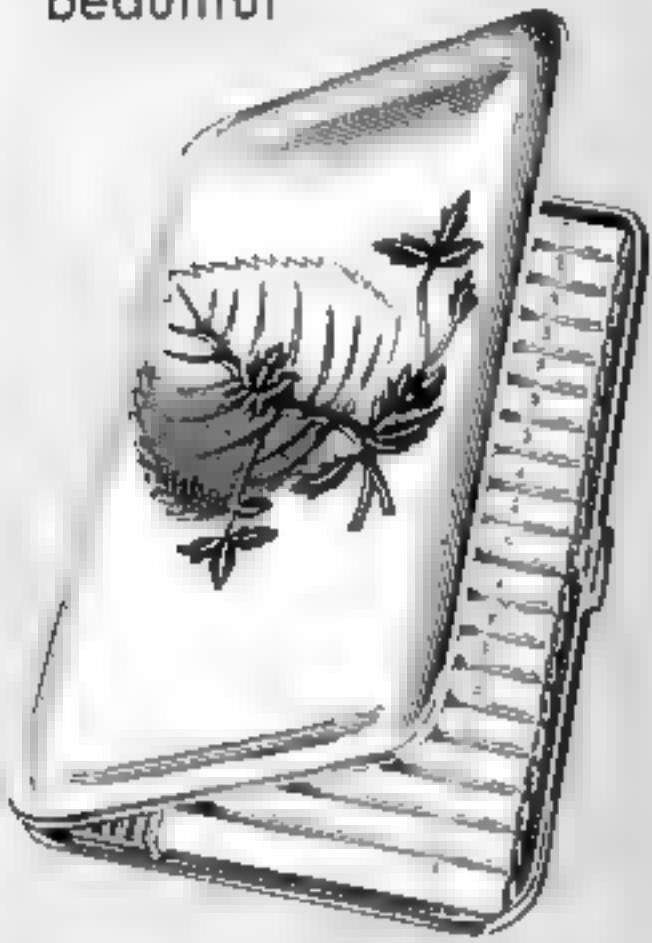


IN EAR WITHOUT DRUM sound vibrations reach point of inner ear, are too diffuse to be fully perceived.



THE PLASTIC EARDRUM concentrates sound vibrations and transmits them directly to the inner ear.

if  
it's  
beautifully  
perfect  
and  
perfectly  
beautiful



It's  
by  
**Pilcher**

PILCHER  
PRECISION  
POINTS

Exquisitely engraved designs  
on gold plate and satin  
silver finish. Interlocking lid  
eliminates powder shifting.  
Velvet-lined jewelers box for both.  
\$10.00 the set. No Federal Tax.

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& CIGARETTE CASES \$1.50 TO \$25.00  
J. V. PILCHER MFG. CO., INC.  
LOUISVILLE 14, KENTUCKY

Plastic Eardrum CONTINUED



DEAF EAR IS TESTED to see if an artificial eardrum will help. If patient hears sounds transmitted by cardboard and bamboo probe, she can be helped.



EARDRUM IS INSERTED by patient who turns on the water and uses its sound as a guide in making the proper contact. Some patients turn on the radio.

RELIEVES  
HEADACHE  
NEURALGIA  
NEURITIS PAIN



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Anacin® is like a doctor's  
prescription. That is, it contains not one  
but a combination of medically proved  
ingredients that are specially com-  
pounded to give FAST, LONG LASTING  
relief. Don't wait. Buy Anacin today.

*Hostess*



Nicki Ellis, successful party-giver, says  
chapped hands are never welcome guests  
and nothing prevents chapping like the  
famous winter-time lotion, Italian Balm.

Your hands can be prettier, softer, if you  
switch to Italian Balm for winter days.  
Prevents chapping—softens skin. Quicker  
acting, too. See and feel the difference  
overnight. Famous Canadian formula.

*Campana*  
**Italian Balm**  
for Chap-Free Hands

Giant Size Towels For 1000 Household Uses

**EXCELLO**  
*Laundry Fresh*  
**KITCHEN TOWELS**  
LOOK FOR THIS LABEL



America's Favorite Candy  
**chicken bones**  
FLAVOUR CANDY COMPANY, CHICAGO 12, ILL.

**FOR HOME  
PERMANENTS!**

And all your cosmetic  
uses. Dispenses clean  
cotton as you need it  
—special top holds  
wave lotion. New,  
practical, inexpensive.

**COTTON PICKER**  
Cosmetic and Nursery Cotton  
A CURITY Product

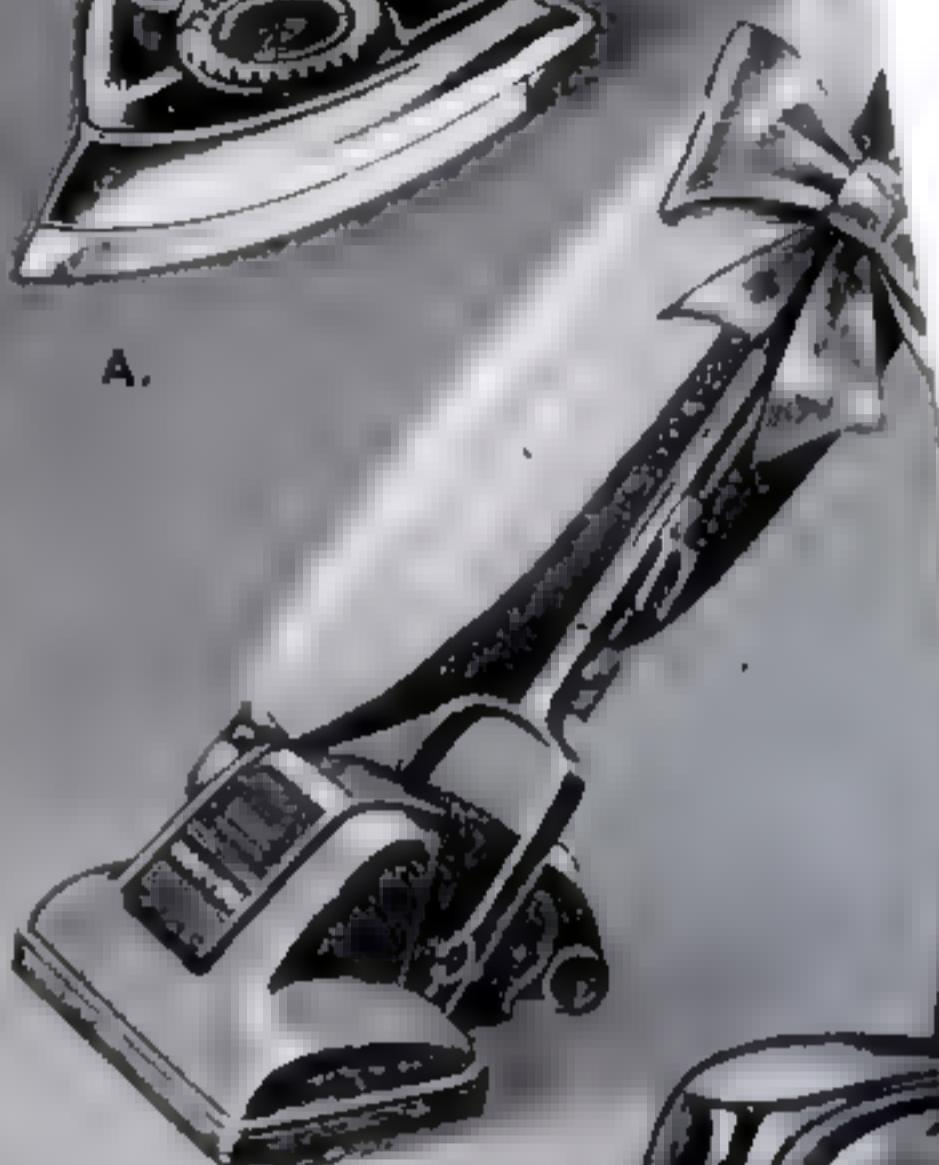
**SAUER & BLACK**  
Division of The Kendall Company, Chicago 16

THE HOOVER GIFT PAGE...

*She would like  
one of these  
for Christmas*



A.



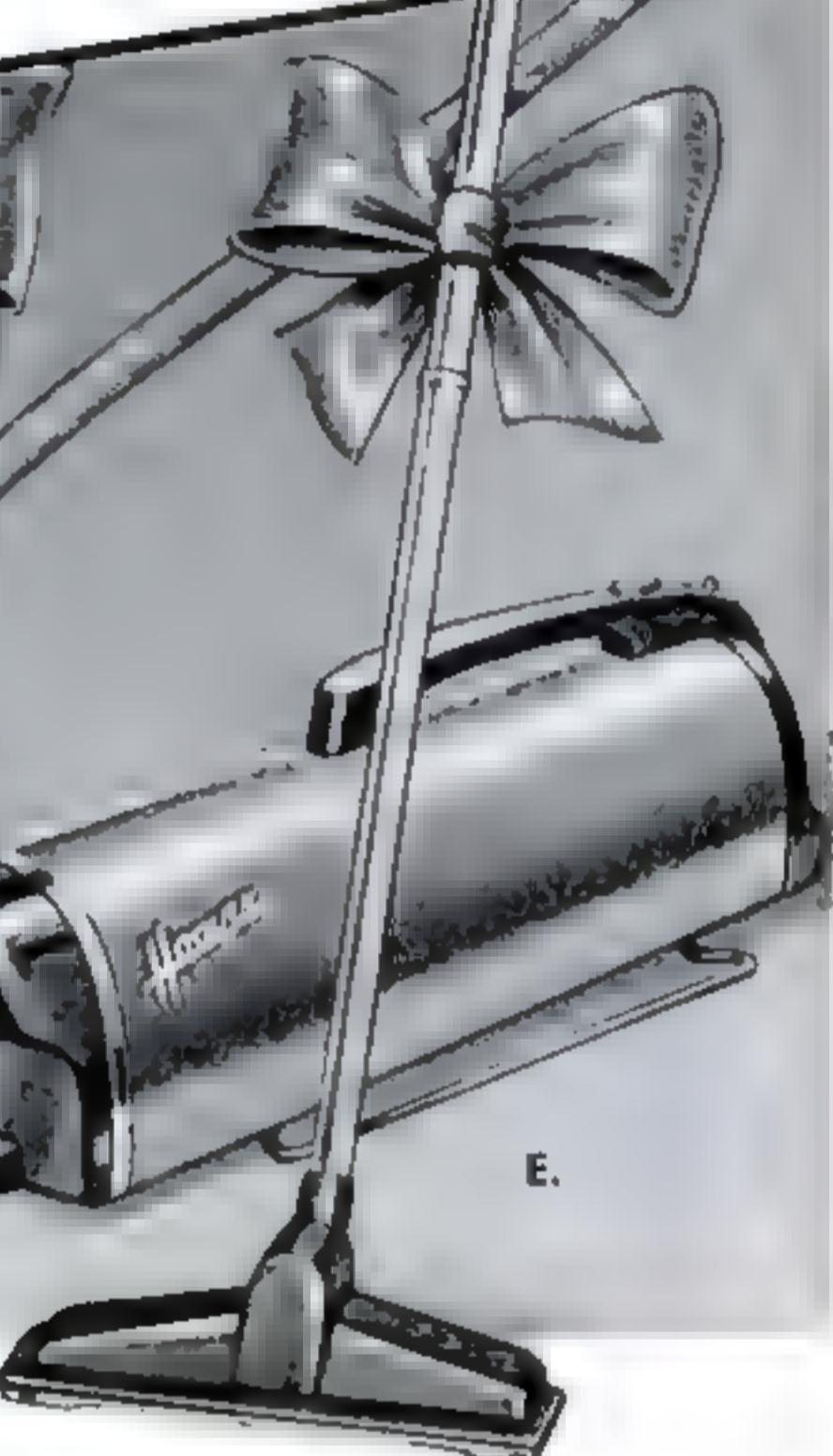
B.



C.



D.



E.

**A. Hoover's Electric Iron**  
will make her ironing task  
quicker, easier, pleasanter.  
Big "Pancake Dial" for posi-  
tive heat control. Fast, even  
heat. Light weight, 3 1/4 lbs.,  
or medium weight,  
4 1/4 lbs. Price in-  
cludes excise tax. **1275**

**B. The newest Hoover—**  
Model 115. Handiest cleaner  
in America. With Hoover's ex-  
clusive Triple-Action efficiency,  
it beats, as it sweeps, as it  
cleans. New low price, with  
your old cleaner.  
(Cleaning tools,  
\$12.50 extra.) **4995**

**C. The popular Hoover—**  
Model 28. Hoover's ex-  
clusive Triple-Action cleaning...  
it beats, as it sweeps, as it  
cleans. Gets out deep-down  
dirt easily and quickly. Pro-  
longs rug life.  
(Cleaning tools in  
handykit, \$19.95.) **7495**

**D. The De Luxe Hoover—**  
Model 61. Finest Hoover  
Cleaner built. Triple-Action  
cleaning, fiber-felt inner bag  
for increased efficiency,  
easier dirt disposal, and other  
exclusive features.  
(Cleaning tools in  
handykit, \$19.95.) **9495**

**E. The new Hoover Cylinder,**  
Model 50. Cleans by  
powerful suction. Exclusive new  
nozzle whisks up lint and litter  
faster. Exclusive Dirt Ejector  
simply clicks out the dirt. Com-  
plete with clean-  
ing tools, Mothimi-  
zer and sprayer. **7950**

Christmas is the time when you want to give her the very best. When you give her a Hoover, you make sure of doing just that. Hoover is a name women know and respect and rely on. Hoover is the cleaner women prefer over any other make. She'll be happier with a Hoover—so make her happier this Christmas!

THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England



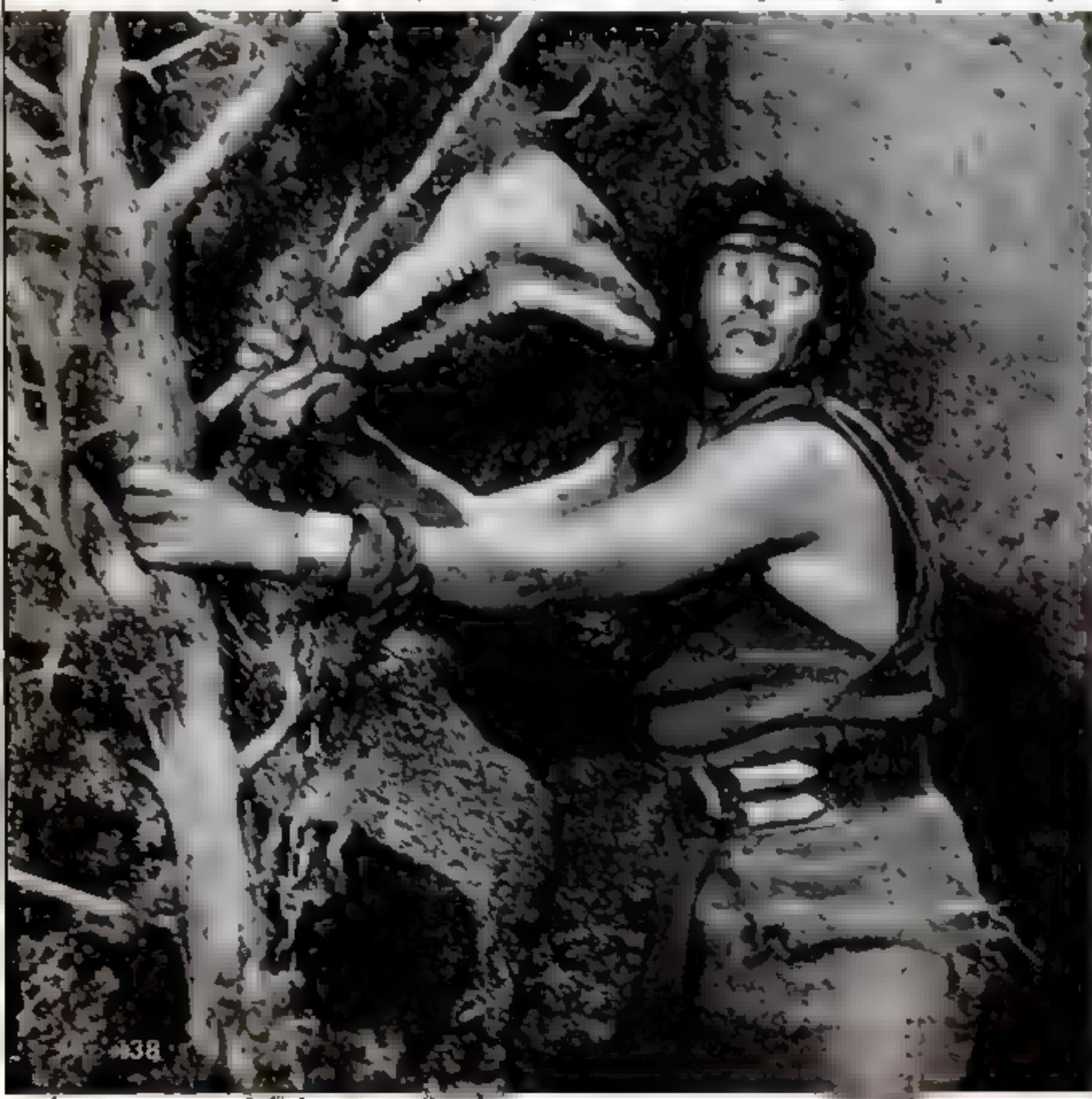
Yes—a set of clean-  
ing tools for every  
Hoover Cleaner! They  
enable you to do a  
complete cleaning job,  
attach easily and  
quickly, and store in  
a small space.

*Give her a HOOVER  
and you give her the Best!*

Prices slightly higher in Canada



DEMILLE DEMONSTRATES the correct method of killing a soldier with the jawbone of an ass (above), and presently Samson (Mature, below) feels perfectly at home with weapon.



# Samson, Delilah and DeMille

The master of the biblical epic turns in a fine performance directing his new spectacle

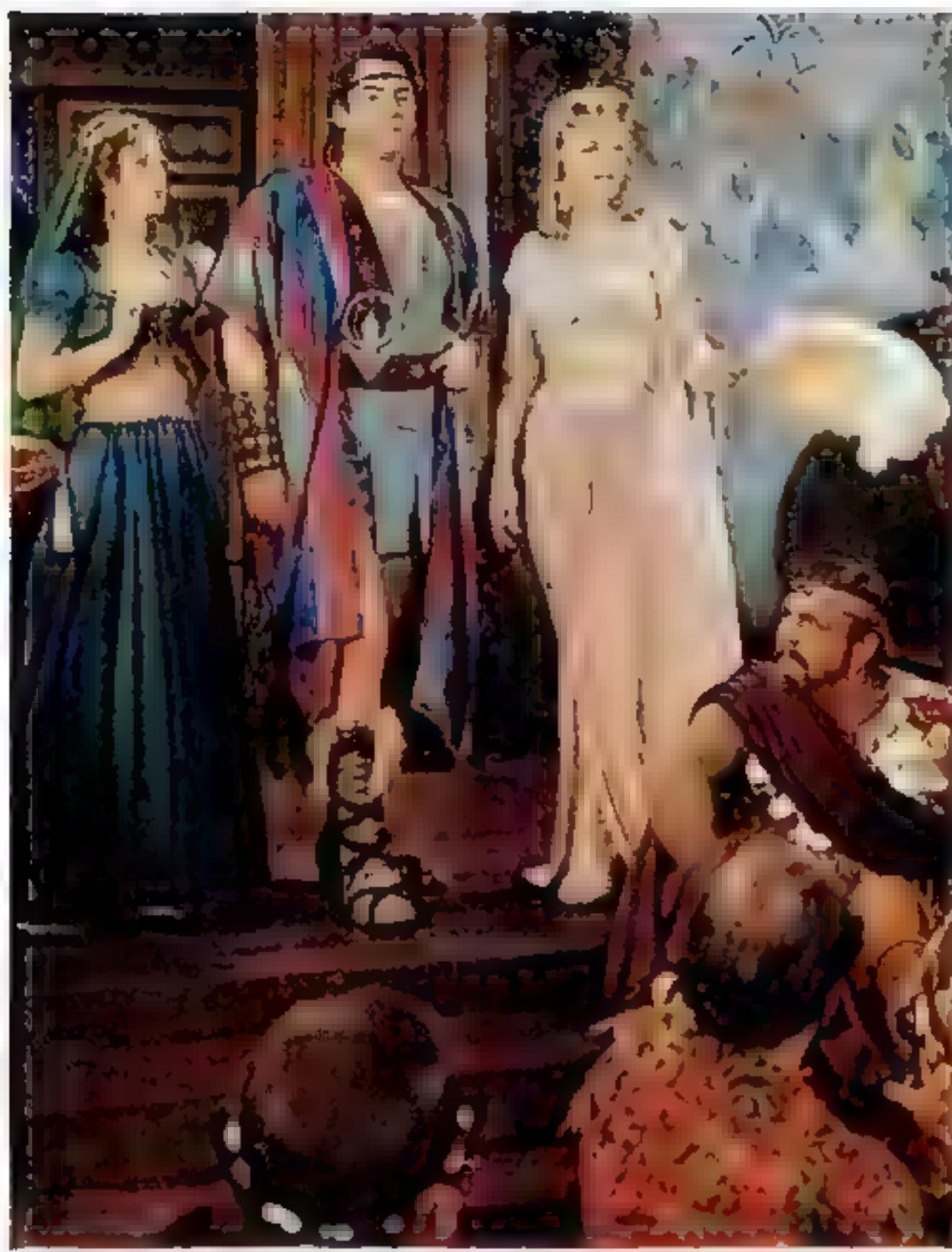
by JOHN BAINBRIDGE

*In a few weeks Cecil B. DeMille will present to America his latest movie, Samson and Delilah (in Technicolor). Critics who have seen advance showings report that the old master is at his most stupendous in retelling this old story. In many ways Samson and Delilah is a wonderful show, proving again nobody can stage a cataclysm or corn up a love scene so colossally as DeMille. On the following pages are some scenes from the movie and below is a report on how DeMille does it.*

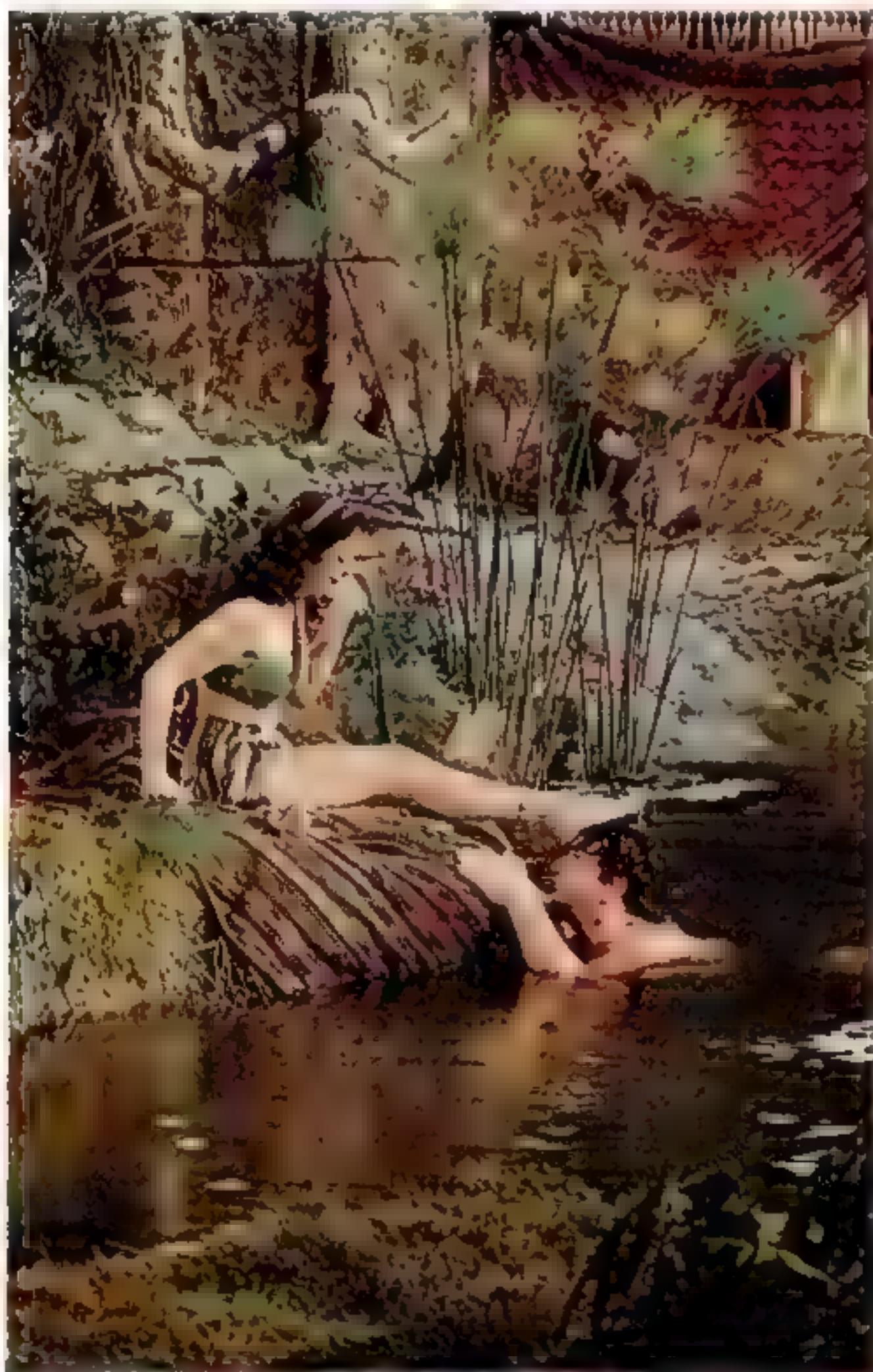
CECIL B. DEMILLE is at it again. This time, the man who has already put Moses and other biblical figures across in a big way at the box office has made a Technicolor epic out of the story of Samson and Delilah. The movie, depicting what DeMille calls "one of the greatest love stories of all time," features Victor Mature as the boy and Hedy Lamarr as the girl. The cast also includes George Sanders and Angela Lansbury, as well as a number of venerable players like William Farnum and Henry Wilcoxon, who have been marching faithfully through scriptural spectacles directed by DeMille for a quarter of a century. His series of biblical epics began with *The Ten Commandments*, released in 1923, in which DeMille gained considerable prestige by parting the Red Sea. After that he turned out other money-making religious pictures, such as *The King of Kings*, *The Sign of the Cross* and *The Crusades*. "Cecil B. DeMille thus became the acknowledged master of the religious spectacle," a brief biography approved by Cecil B. DeMille modestly remarks, and adds, referring to *Samson and Delilah*, the master's current work, "Once more the 68-year-old film maker turns to a field that has made his name a household word in remote corners of the world." In Hollywood, a remote corner where culture is king, DeMille is respected as a man who has made the finer spiritual and cultural things of life pay off. He is several times a millionaire and no one doubts that he will be handsomely rewarded for his efforts on *Samson and Delilah*. "It can't miss," one of DeMille's friends has said. "It's just like all the others. Same routine—just a different gimmick."

DeMille began to think about starring Samson and Delilah in a movie in 1935, when he paid a writer \$10,000 to put the story into a screen play, which presumably improved on the original yarn. At that time, however, DeMille had just finished *The Crusades*, and instead of plunging directly into another religious extravaganza he decided to give himself and the public a rest. During the ensuing 12 years, he made seven other pictures, the majority of which were overrun with Indians. DeMille is keen about Indians, and has been ever since he made *The Squaw Man*, the first feature-length movie made in America, back in 1913. His interest in the redskin has never dimmed. "There's one thing you can say about the old boy," an aging character actor once observed. "He knows his Indians." A couple of years ago, after completing *The Unconquered*, in which sav-

TEXT CONTINUED ON PAGE 143



**WEDDING IN GAZA** is about to unite Samson and Delilah's sister Semadar (Angela Lansbury, right) but turns into bloody battle in which Semadar is slain.



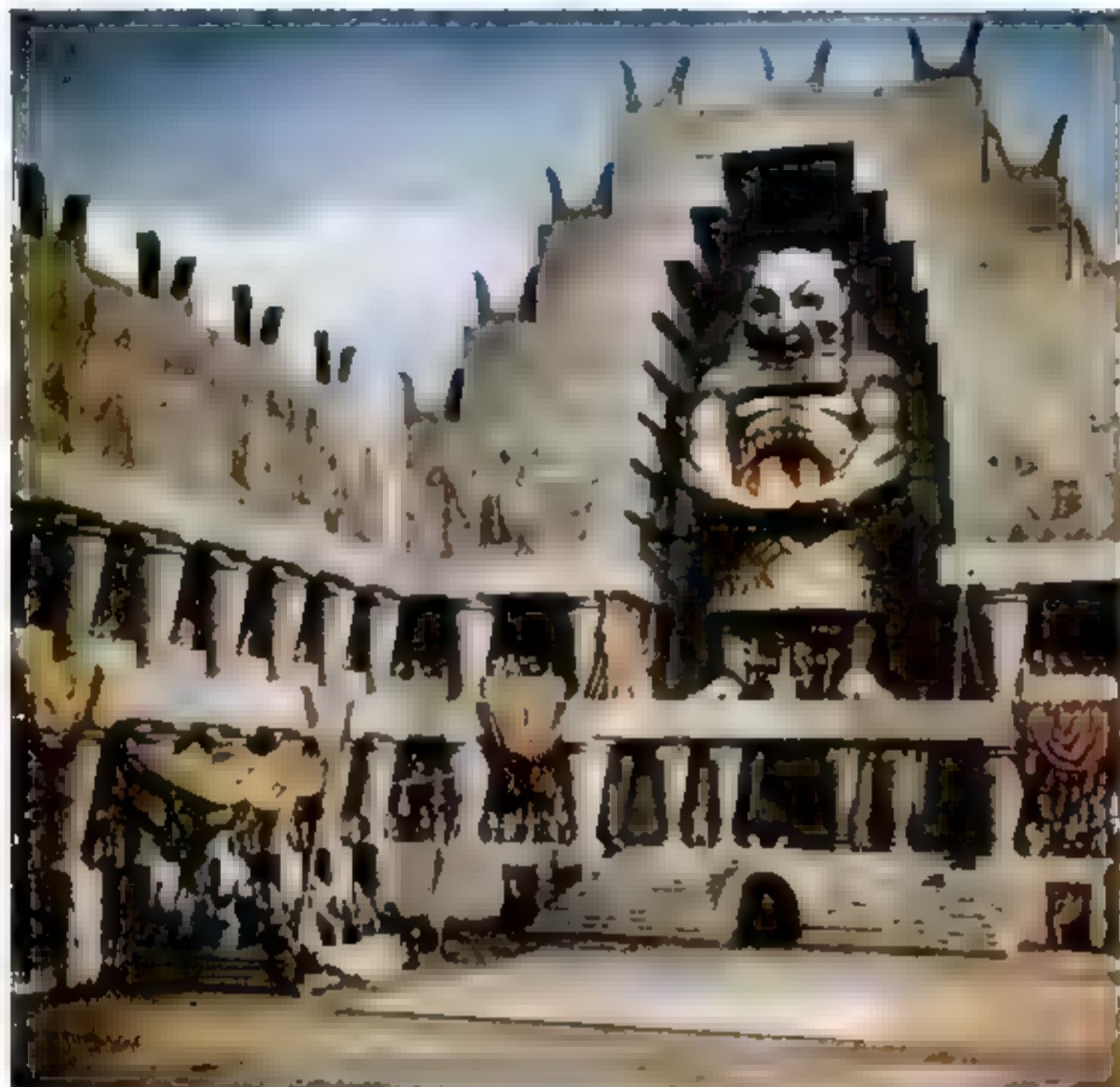
**DALLIANCE WITH DELILAH** by a desert pool distracts Samson from raiding the Philistines, enables her to learn secret of his strength: his long hair.



**COURT GOWN** is one of the 10 Delilah wears in the film. Almost all feature the bare midriff which is represented by De Mille as the height of Philistine fashion around 1100 B.C.

CONTINUED ON NEXT PAGE

## SAMSON AND DELILAH CONTINUED



**IN THE TEMPLE** the god Dagon, a fire burning in his belly, leers down on Philistines as they gather to witness the humiliation of the captive Samson (*at rear, between pillars*).



**THE BLIND SAMSON**, who had regained his power when his locks grew longer in prison, leans whole strength against two of the pillars that hold up the temple of Dagon.

**THE TEMPLE FALLS** as Samson pushes pillars aside, pulling down the temple and the god Dagon on Delilah, the throng of Philistines and himself →





\*simulated



"ULTRA" Brand  
with fine gold filigree clasp



"MAGNIFIC" Brand  
with fine gold filigree clasp



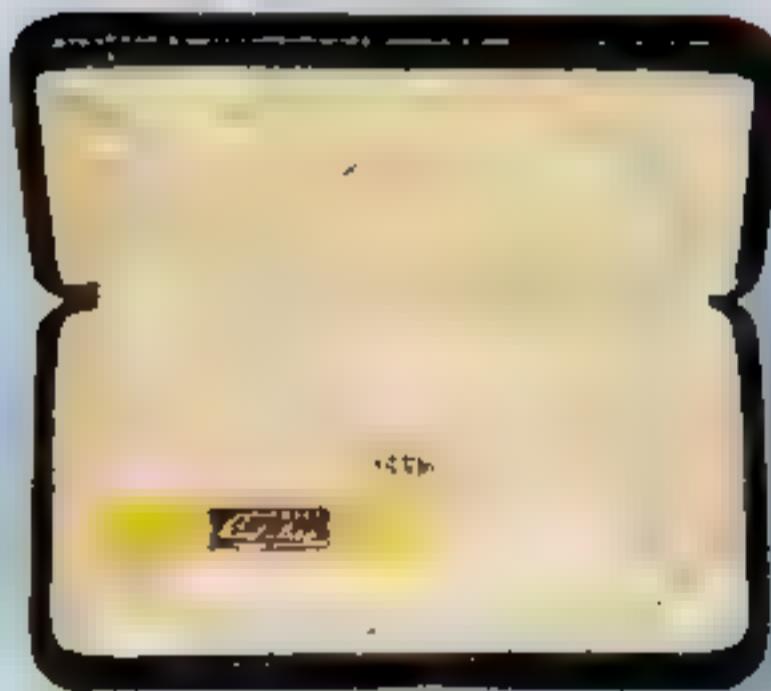
"CASINO" Brand  
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"A"	\$ 2.00	\$ 4.00	\$ 5.00
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"T"	\$ 7.50	\$10.00	\$15.00
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"XXX"			\$35.00

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"R" Brand  
with sterling filigree clasp

"REGEVT" Brand  
with sterling filigree clasp

"A" Brand  
with fine filigree clasp

## SAMSON AND DELILAH CONTINUED

ages again tangled with the palesfaces, DeMille decided to get back to the hirsute affair between Samson and Delilah.

Casting the two principal roles posed a problem, especially since DeMille prides himself on, among other things, the verisimilitude of the characters and backgrounds in his movies. He hired a researcher, one of whose tasks, aside from digging up lore on how people dressed, ate and generally behaved in the olden times, was to round up photographs of the paintings of Samson and Delilah by the old masters—Rembrandt, Rubens, Gustave Doré and others. DeMille, who has a large religious library and a reputation as a Hollywood biblical scholar, was particularly anxious to portray Delilah with stunning authenticity. He made an exhaustive study of the great painters' depictions of her, and then announced that none of them was satisfactory. He liked Doré's Delilah best, but even she, DeMille observed, as one genius appraising the work of another, looked "fat and fortyish." DeMille decided he could do better. He accordingly commissioned an artist named Henry Clive, whose work hangs in Hearst's *American Weekly*, to render DeMille's Delilah. "She must have a dangerous capacity for vengeance," DeMille instructed the illustrator. "Warm, soft, cunning. A combination Vivien Leigh and Jean Simmons, with a generous dash of Lana Turner."

Working along these lines, Clive turned out a big oil painting of Delilah, which shows the famous biblical figure, in the words of one of DeMille's associates, as "an oomphish, tantalizing female." DeMille was pleased and ordered his staff to start up an old-fashioned talent search to find a woman who looked like the portrait. Photographs of DeMille's Delilah were sent to newspapers all over the country along with an announcement which said, "Believe it or not, Cecil B. DeMille is looking for someone just like this 5-foot-6, 124-pound package of dynamite and allure, and he wants her

for the top role in his forthcoming *Samson and Delilah* . . . the biggest thing that Hollywood can offer—a DeMille biblical spectacle." More than two thousand girls believed it and sent DeMille pictures of themselves in bathing suits or in homemade biblical getups fashioned out of lace curtains. For some reason, possibly because of the artistic risk involved in starring an unknown in a multimillion-dollar movie, none of the aspiring Delilahs quite satisfied DeMille. He picked Hedy Lamarr as his package of dynamite. To give the advance publicity for the picture a properly religious tone, the studio promptly went to work distributing pictures of Miss Lamarr as Delilah, diaphanously clad and lying prone on a fur rug.

Before casting Samson, DeMille sent one of his assistants to look around the beaches and at conventions of muscle men for a strong chap with a healthy head of hair. Nothing developed from this search either, though DeMille did bring the 1947 winner of the title "Mr. America" to Hollywood for a screen test. Mr. America's talents, DeMille concluded, are mainly muscular. Victor Mature was finally tapped for the part, his first biblical role. "I didn't want to be Samson at first," he told a friend. "You know, more beautiful hunk of man stuff. I figured the hell with it. Then I read the script. Jeez, what do you want to bet it won't make ten million bucks?" *Samson and Delilah* cost \$3.2 million to produce (compared to *The Squaw Man*, which cost \$15,450.15), and close to another million is being spent on a massive prerelease publicity campaign.

### Chair Boy and Mike Boy

As befits a king-size director, DeMille is constantly attended while at work by a retinue. One of these, I learned when I visited the *Samson and Delilah* set while the picture was in production, is called the Chair Boy. He is in his early 20s. His job consists solely in following DeMille around the set all day with a chair or a stool, so that the master can sit whenever he pleases, wherever he happens to be. Because his Chair Boy is at all times behind him, DeMille, with never a backward look, can always sit with confidence. What makes Chair Boy's job interesting (one drawback, of course, is that he never has a chance while working to look DeMille in the face) is the fact that he has full responsibility for deciding whether to trail DeMille with a director's chair, a low stool or a high stool. Though DeMille never converses with the man who is always behind him, the two have a satisfactory means of communication. When DeMille has

**DeMILLE REJECTED** old masters, had this Delilah done.



Someone is looking at your legs

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Dental  
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ATTENDANTS tag DeMille everywhere. Chair Boy (left) and Mike Boy (right) are ready the moment he begins to settle or wants to broadcast to actors.

## SAMSON AND DELILAH CONTINUED

stood in one place for a long time Chair Boy moves up with the high stool, nudges DeMille with it ever so gently from behind and DeMille sits. His mission accomplished, Chair Boy looks proud. Considering the consequences, no one likes to think of the black day when Chair Boy would falter in the line of his peculiar duty. Working along with Chair Boy is another DeMille retainer, a man of about 40, who is called the Mike Boy. His exclusive occupation from 9 to 6 is to walk around next to DeMille holding a microphone and putting it in front of the director's mouth whenever he wants to say something to the people on the set. Mike Boy and Chair Boy share an assistant, who takes over when either of them has to go to the drinking fountain.

DeMille's other perpetual attendant is a sturdy, youngish woman, who wears sunglasses indoors and is known as the Field Secretary. Her main task is to take down in shorthand practically everything DeMille says during his working hours. From morning to

night she hovers near him, never out of his earshot, recording dozens of momentous notes such as, "Remind me to inspect the idol in the temple—also the fire in his belly," or "Get haircut," or "Will need more feathers for the banquet scene—don't let me forget to bring them from my house."

Since DeMille may get some of his best ideas while eating, his Field Secretary always sits next to him at lunch, notebook at hand. DeMille lunches with his staff at a table permanently reserved for him in the commissary on the Paramount Lot. The staff doesn't begin eating until DeMille has arrived and been seated at the table in the only chair that has

arms. If he is entertaining a visitor at lunch, his secretary places beside his plate a note giving the guest's name and why the person is there, but DeMille doesn't necessarily follow this cue. One woman who came with the intention of gathering material for a story on DeMille's collection of jade and uncut jewels was treated to an hour-and-thirty-minute monologue on DeMille's family tree. He is exceedingly proud of all of its branches and twigs and often points out that if his forebears, who came from Holland to what is now Manhattan 300 years ago in a ship called *The Gilded Beaver*, had held on to the real estate they acquired, the family would now own more of downtown New York than the Astors. For the sake of pos-



DIFFERENT stools are used for the master's different moods.

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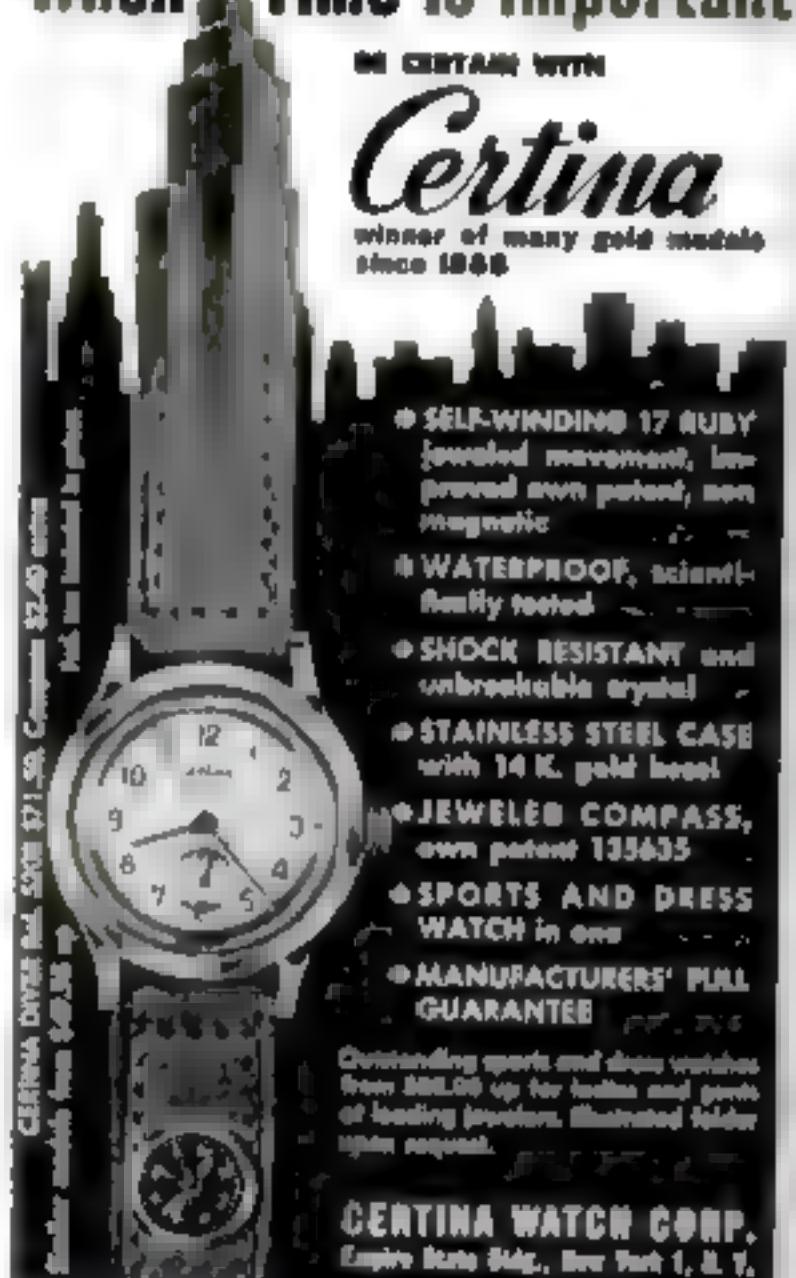


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# These Major Racing Events of 1949

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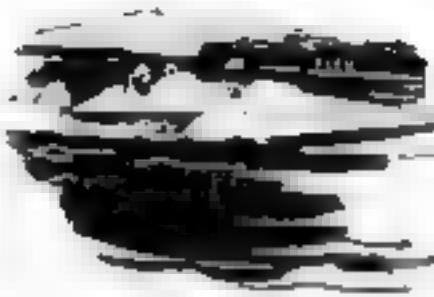


Arlington Downs, Texas  
Milwaukee, Wisc.  
Trenton, N. J.

DuQuoin, Ill.  
Syracuse, N. Y.  
Detroit, Mich.  
Milwaukee (200 miles)

Springfield, Ill.  
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Sacramento, Cal.

### UNLIMITED CLASS SPEEDBOATS



Gold Cup      Detroit Memorial  
Silver Cup      President's Cup  
Harmsworth      U. S. Speed Record Run  
Gull Lake      Detroit River Marathon



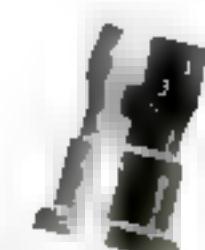
### OUTBOARD MOTORBOATS

National Outboard Regatta  
15 out of 17 first places  
Albany to New York Marathon  
Portland, Oregon Marathon

### OTHER AUTO RACING CLASSICS



Pike's Peak Climb      Belgian 24-hour race  
Mille Miglia (Italian 1000-mile race)      Grand Prix of Rome  
Grand Prix of Brussels      Grand Prix of Bari (Italy)  
Grand Prix of Holland      Grand Prix of Europe (Monza)  
LeMans (France) 24-hour race      Grand Prix of Switzerland  
National Midget Car Championship, DuQuoin, Ill.



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STEREOSCOPE helps DeMille examine research material for the film.



MAGNIFIER serves for film, developed within half hour after shooting.

## SAMSON AND DELILAH CONTINUED

terity DeMille usually manages to work some familial reference into his movies. In his last picture, *The Unconquered*, which is laid in pre-Revolutionary America, he named a frontier drinking establishment the Gilded Beaver. DeMille's middle name is Blount. To the surprise of no one except historians, a waterfront site in *The Unconquered* turns up as Blount's Landing. In *Samson and Delilah*, DeMille was up against a vexatious situation since, as far as anyone knows, there was nobody named either Blount or DeMille in biblical times. DeMille got around this humiliating circumstance by naming one of the picture's minor characters Gammad, after one of his favorite uncles.

Perhaps the most noticeable change that has come over DeMille in recent years is sartorial in nature. Except when he is directing lions—his favorite actors—or posing for publicity pictures, he now almost never comes to work in riding breeches and puttees, the outfit that was for years his trademark. On the *Samson and Delilah* set the day I was there DeMille was wearing tan slacks, a sea-green sports shirt open at the throat and a white tennis eye shade of the kind made popular by Helen Wills Moody. He was working on Stage 8, a cavernous, cluttered building, and, at the time I dropped in, was addressing the hundred or so actors, electricians, prop men and other workers, most of whom were standing around talking or reading newspapers. "How many times do I have to ask for quiet on this set?" DeMille said through the microphone. "Now, go down on that noise back there. With all that racket, how do you expect me to hear these artists?" The artists referred to were Miss Lamarr and Mr. Maturi. DeMille was rehearsing them in a scene laid in a gristmill. At this point in the movie, an extra on the set whispered to me, Samson has been betrayed by Delilah, blinded by the Philistines and cast into a dungeonlike gristmill which he has to turn all day by brute strength. "This is the first DeMille picture that will give the customers corn that's been ground," the extra remarked.

### "That old baldheaded so-and-so"

WHILE DeMille was preparing to shoot the scene, a party of distinguished-looking visitors arrived on the set, and DeMille, followed by Chair Boy and flanked by Mike Boy, walked over to greet them. DeMille started his career as an actor, scoring triumphs in numerous plays like *The Prince Chap* and *Lord Chumley*, and he still gets a yen every once in a while to put on a little act. The desire usually comes over him when he has notable visitors on the set. Once, after he had entertained some very important people all morning, he spied a couple of female extras sitting in the back of the stage who continued talking while he was demanding quiet. He called them over to the microphone. "Now," DeMille said, continuing to speak through the mike, "I want you to tell all of us what you think is so important that you can keep talking about it in the middle of my picture." The girls looked at him meekly. "Do you really want me to say?" one of them asked. "I certainly do," DeMille replied. "Well," the extra said, "I was just asking my girl friend, 'I wonder when that old baldheaded so-and-so is going to call lunch?'" DeMille called lunch.

After seating his visitors up near the camera, DeMille walked back into the gristmill. Samson and Delilah, who had been having a cigaret, took their places. "Quiet," DeMille said into the microphone. "I want absolute quiet. That means *ab-so-leut*. Well, what are you chattering about? If you don't know the meaning of the

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## SAMSON AND DELILAH CONTINUED

word 'quiet,' go back to high school and find out. The next one who makes a noise is going to find himself out in the alley." DeMille turned away from the microphone and said a few words to Samson, who, in the scene about to be filmed, is in papier-maché chains and is wearing a burlap sarong. It is night. After a hard day at the mill, Samson has been chained for the night to a millstone. The camera is to show him praying, and then move up to a door at the head of a flight of stairs, through which Delilah, wearing a filmy gown under a rich robe, enters in the company of a female attendant and a guard carrying a lighted torch. "All right, quiet," the assistant director said. "This is picture. Ssh, ssh." A few seconds later, DeMille said, "Right. Canner-aah," and Samson started praying. He didn't get very far, as he forgot what he was going to say. DeMille said, "Cut," and the shooting began again. The next time, Delilah blew her lines. The time after that, the guard stepped on her robe. In the next try, the female attendant got too far behind Delilah. Then Samson's hair got in his eyes. After about a dozen takes of the scene, which will run for about a minute and a half on the screen, DeMille got one he was satisfied with. Delilah went to her dressing room, and Samson was unchained. He walked over and said hello to Miss Lamarr's stand-in, a pretty girl who chews gum at work, and sat down in her lap. When he got up, after chatting amiably for a couple of minutes, she patted him playfully, and he headed toward his dressing room, intoning, "O, my darling Clementine, come be my little Philistine."

As the master of the religious spectacle, DeMille has always believed that those who portray biblical characters should make a strong effort to grasp the spiritual undertones and overtones of the parts they play. When he was making *The King of Kings* he forbade the actor who portrayed Christ to go out at night while the picture was in production, and, to instill a devout feeling in the other players, he started work on the set each morning with a recitation of the Lord's Prayer. While DeMille was setting up the next scene in the gristmill, I walked over to Victor Mature's dressing room to ask him about his interpretation of Samson, from the spiritual standpoint. "Hiya, kid," he said. "Come in and park it. I'll be right with you." Samson was busy at the moment studying a racing form. "Jeez," he said, "this is a wonderful pastime." After Samson had made a phone call to put a bet on the fifth race at Bowie, I asked him what he thought of his current role. "Jeez, it's great," he said. "These whiskers, they're driving me nuts. They put 'em on with glue, spread glue all over my face. It's a great part, really great."

Before Samson had time to discuss his role at greater length, he was interrupted by a visit from a woman wearing horn-rimmed spectacles, who said she was preparing an article for a screen magazine on what various actors and actresses would do if they could live their lives over again.

"What would you do, Mr. Mature?" she asked.

"I would write to mother more often," Samson said.

The lady reporter thanked him and left, and after Samson had downed a glass of root beer, I walked back to the set with him. When we got there, DeMille, standing near the camera, was taking off his coat. He slipped out of it, without looking behind, and Chair Boy was there to receive it. "Now, take me up to that position," DeMille said through the microphone, and seated himself on the camera boom, which was then raised about 30 feet into the air. "Jeez, look at him," Samson said. "He's a genius, that kid."



CAMERA-EYE VIEW is maintained by Director DeMille, who rides the big boom aloft to see the great temple-collapsing scene just as the audience sees it.

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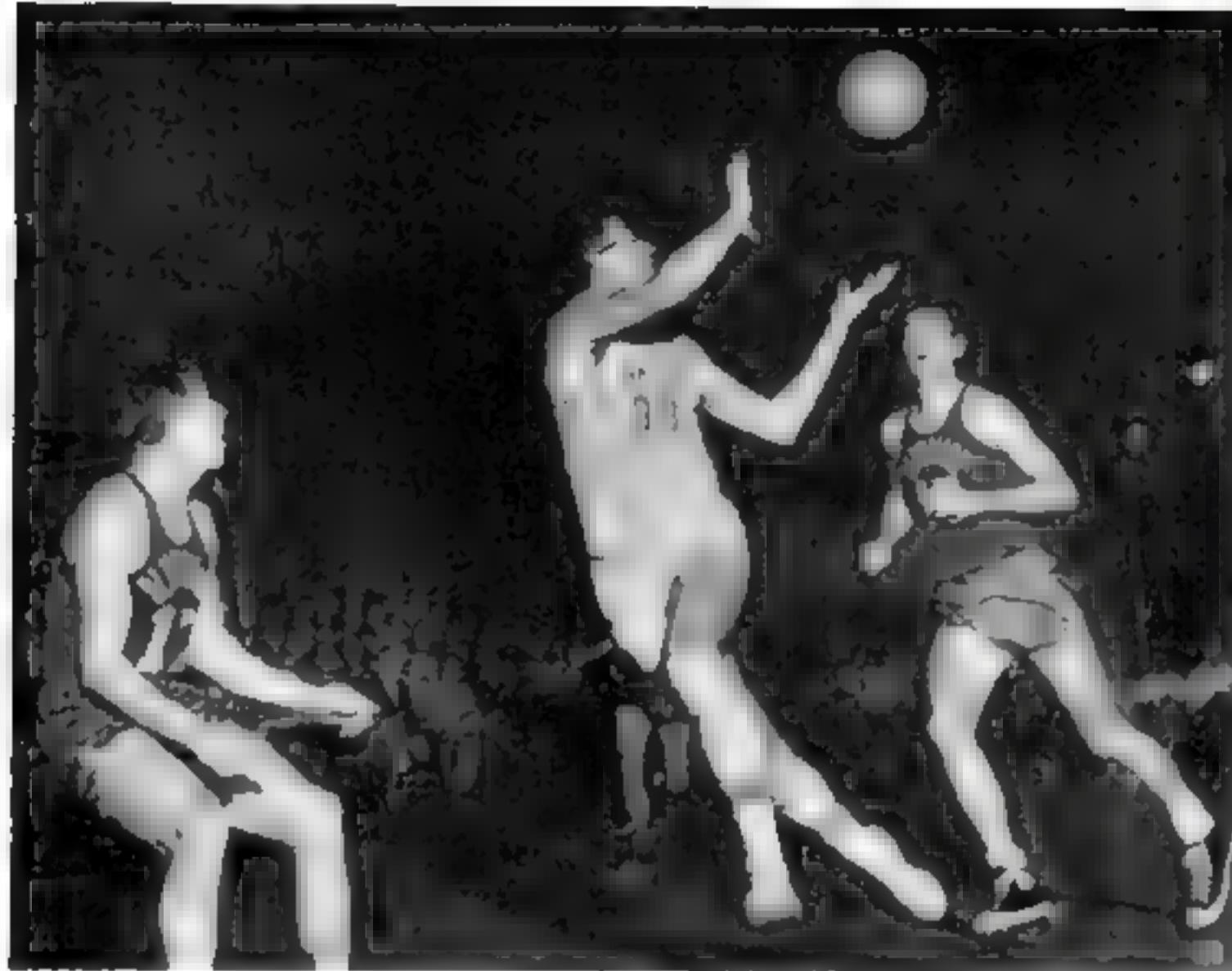
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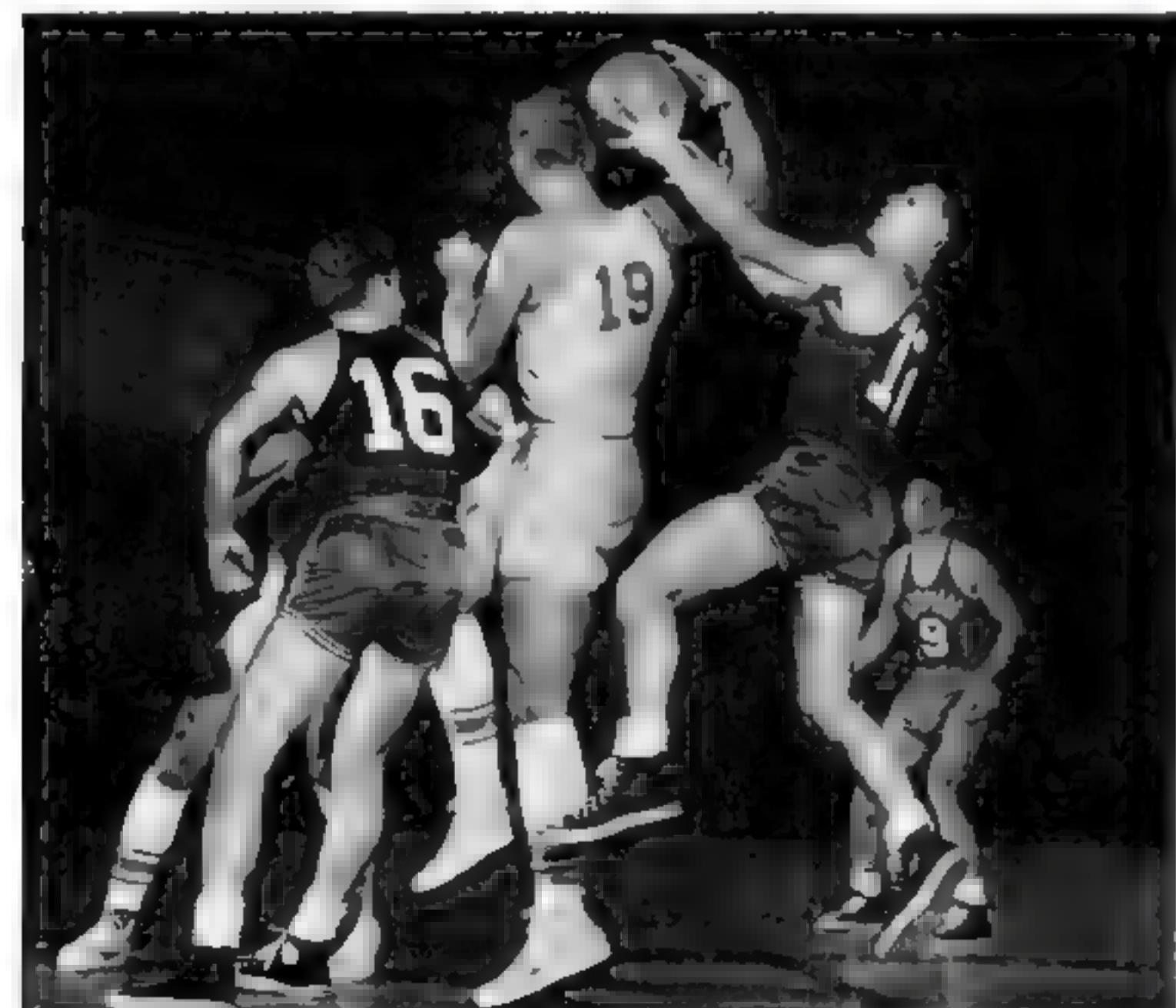


HUGE GEORGE MIKAN REACHES FOR A PASS OVER BIG ALEX GROZA'S SHOULDER

## PRO CHAMPIONS DEFEAT THE GREAT KENTUCKIANS

Lakers score a record 121 points to Olympians' 95

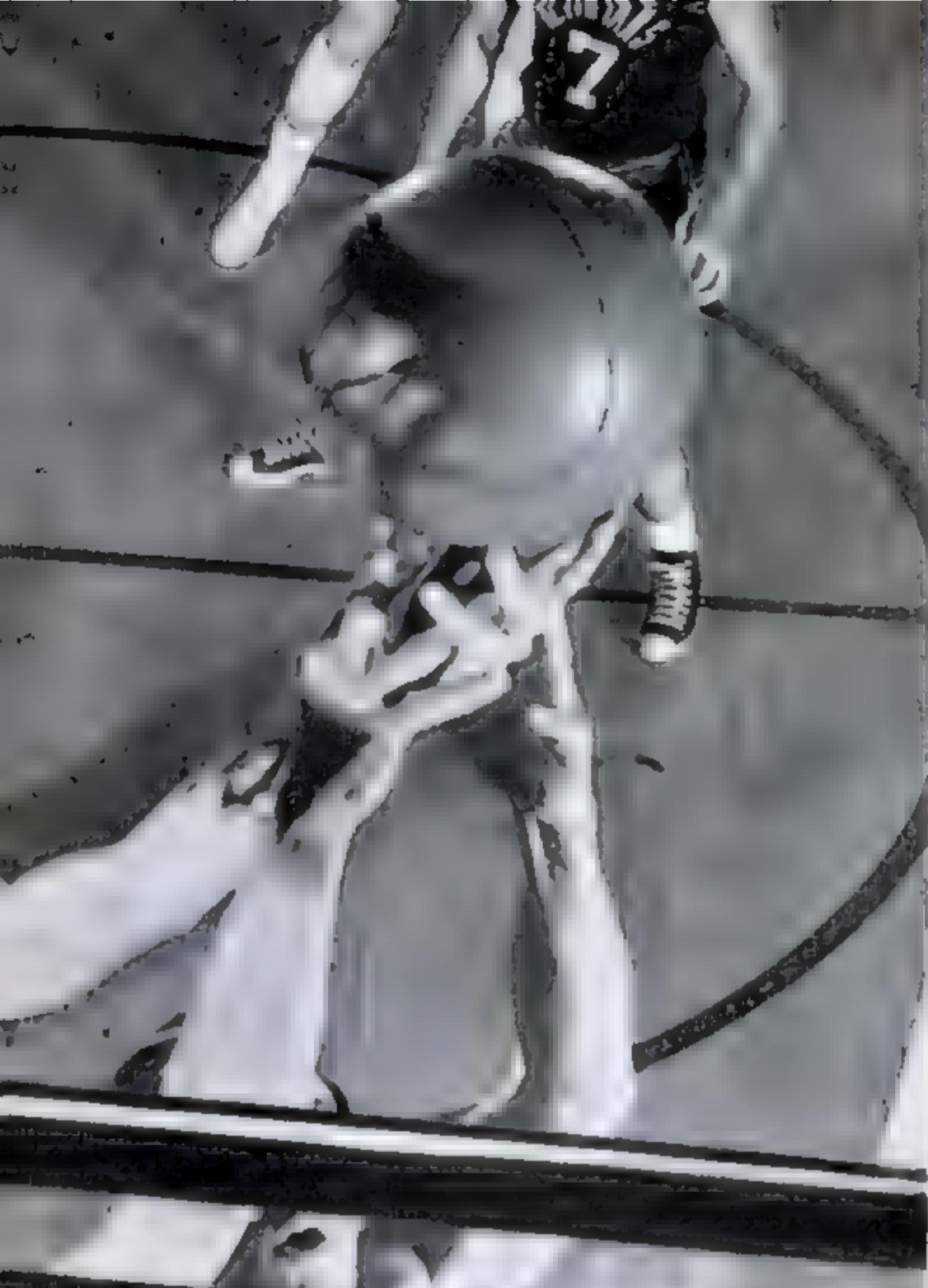
On the night of Nov. 20 in Minneapolis, two professional teams, the Minneapolis Lakers and the Indianapolis Olympians, played 48 minutes of rousing basketball before a crowd of 7,762 persons. In that time 216 points were scored, or 4.5 points a minute. This incredible pace produced a record for major league competition as the Lakers won, 121 to 95, and it provided a clue to the relative merits of professional and collegiate basketball. The Lakers were professional champions in 1948-49. The Olympians are a new outfit built around last season's great University of Kentucky team. The game proved one other thing: that a good huge man can beat a good big man in basketball. The good huge man was 6-foot 10-inch George Mikan, the Minneapolis center, who scored 29 points. The good big man was Alex Groza, the 6-foot 7-inch Olympian pivot man and pro basketball's leading scorer, who got only 21 points against Giant George.



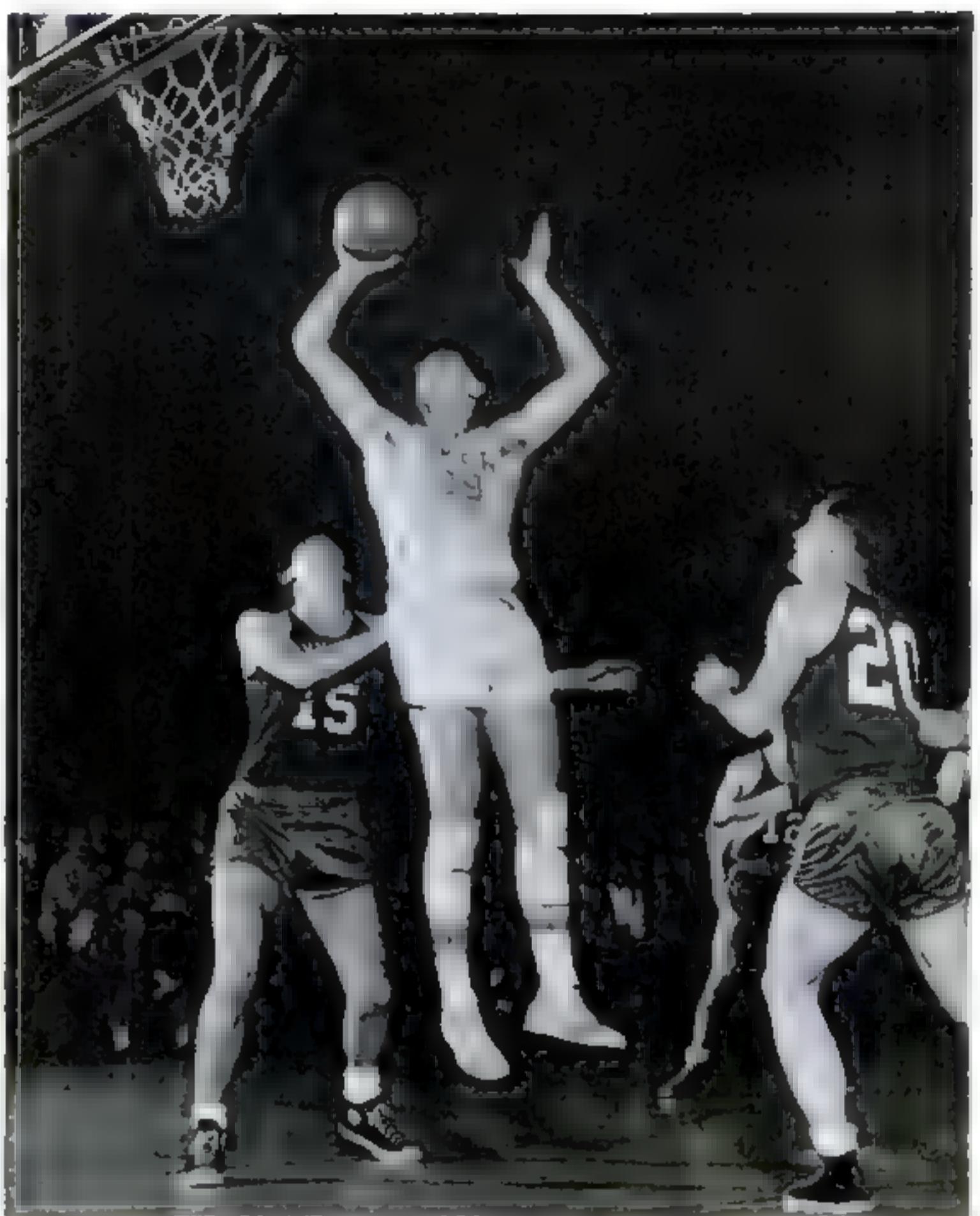
IN REBOUND RIOT Olympians' Ralph Beard attempts to steal the ball from Vern Mikkelsen (19), a 1949 collegiate All-American who is now Lakers' second-string center.



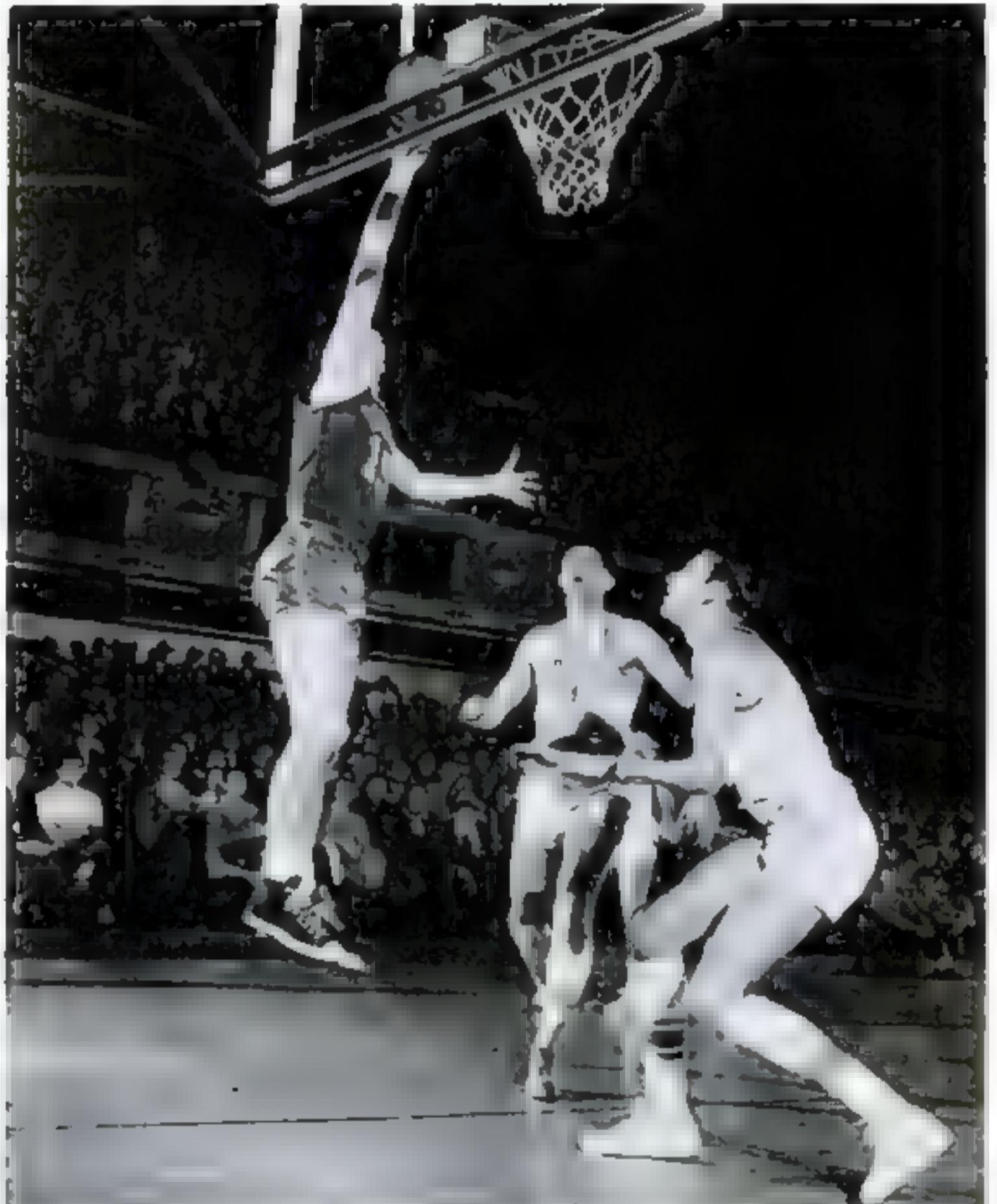
UNDER THE BASKET in picture taken behind glass backboard, Minneapolis forward Jim Pollard (light uniform) leaps high to get the ball from Wallace ("Wal. Wah")



Jones, Olympian forward. A onetime Stanford star, Pollard has been pro All-American for two years. Jones was one of Kentuckians who represented U. S. on 1948 Olympic team.



**MIKAN SHOOTS** after eluding Groza (No. 15), who guards him on defense. The big Minneapolis center led pro scorers last year, has been called the best player in basketball.



**GROZA SHOOTS** as Mikian arrives too late to block the shot. Although Mikian slowed him down, Groza has been having big year and recently scored 13 points in a single game.

**Cough Relief**

\* DUE TO COLDS

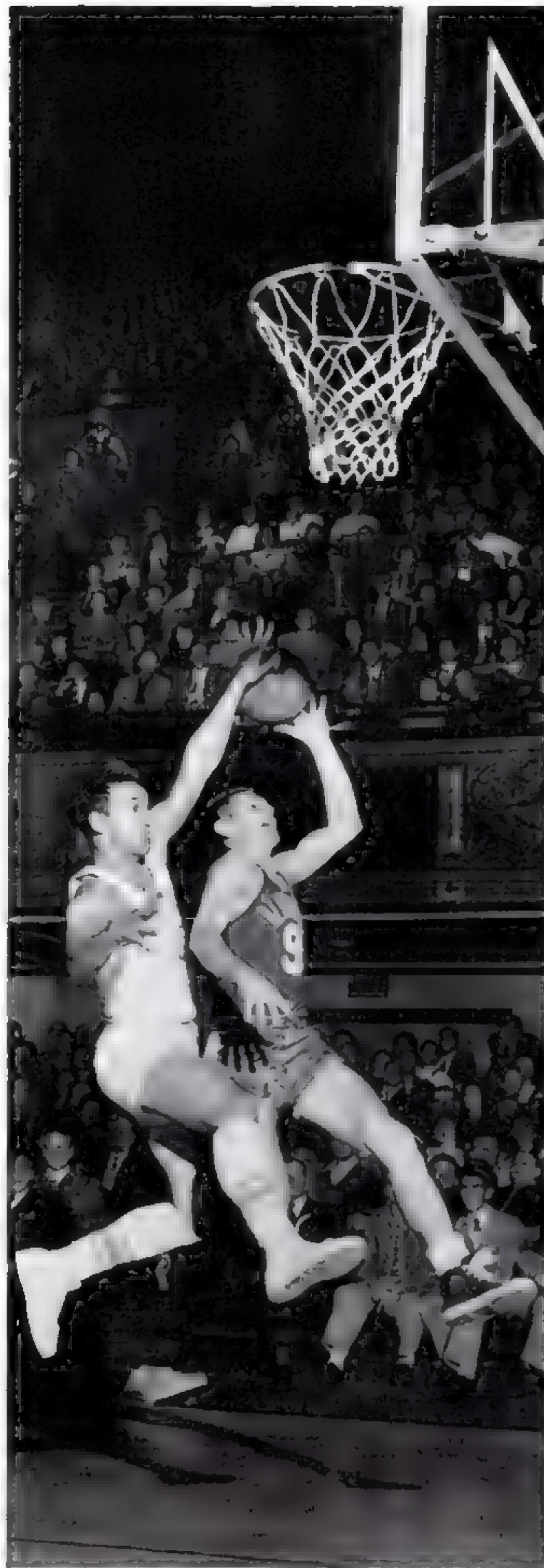
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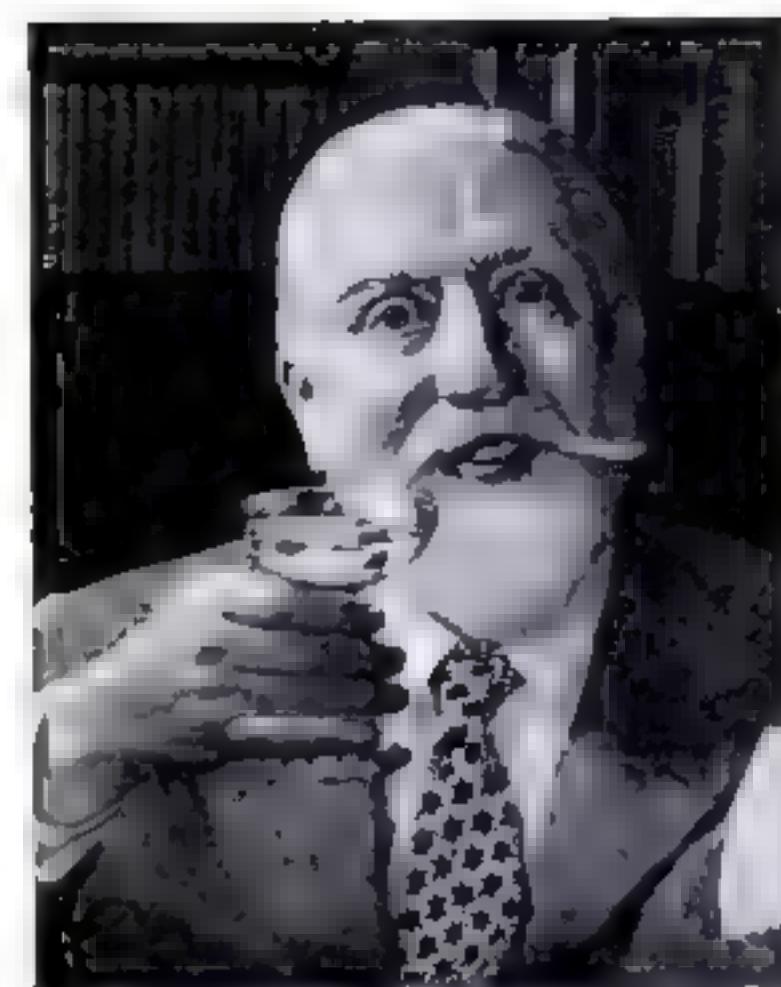
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Basketball CONTINUED



**FEROCITY OF PLAY** in record game is shown above as Lakers' Bob Harrison (left) makes running jump in effort to block Olympian Bob Evans' lay-up shot. Although Harrison appears to be touching only the ball, foul was called.



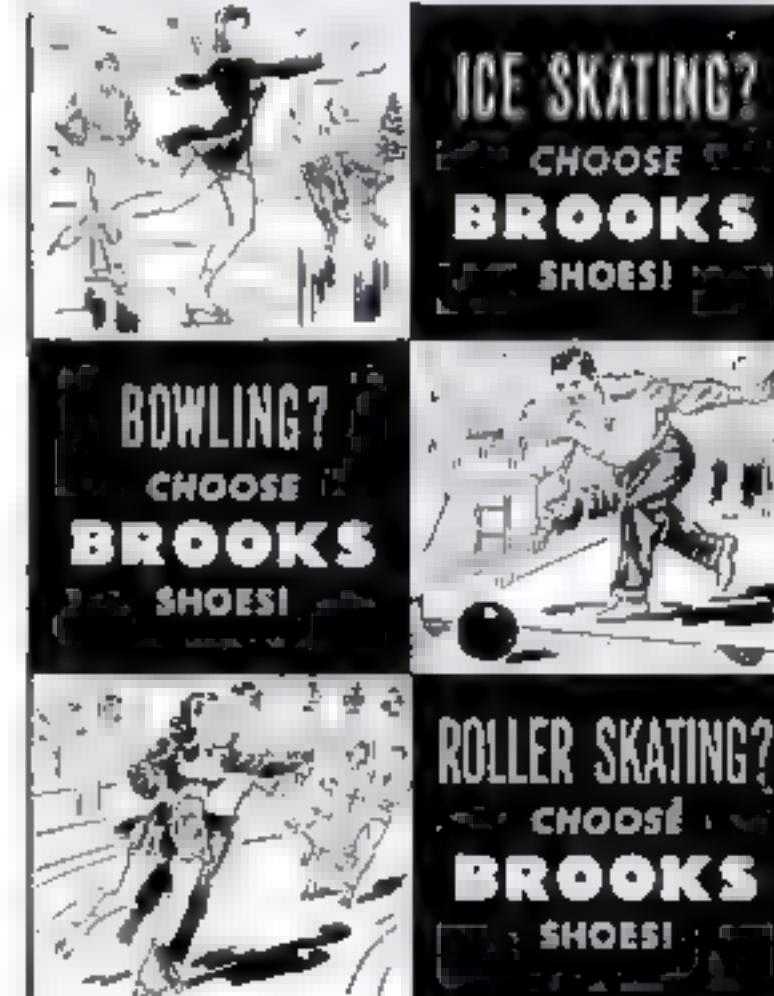
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• Mr. Woolley makes five interesting Christmas gift recommendations. They all appear in this issue. Look for them!

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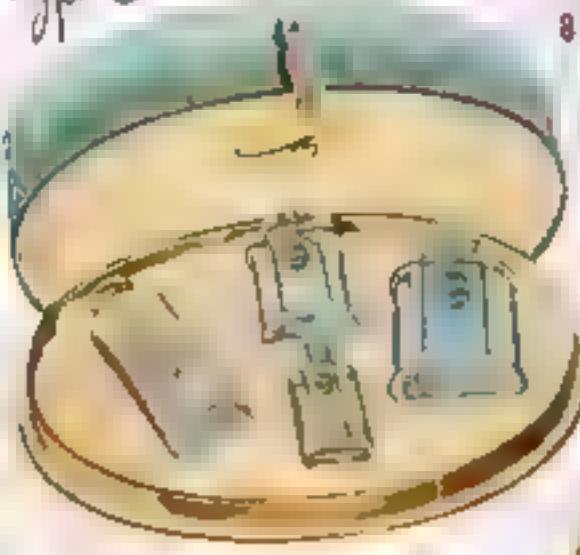
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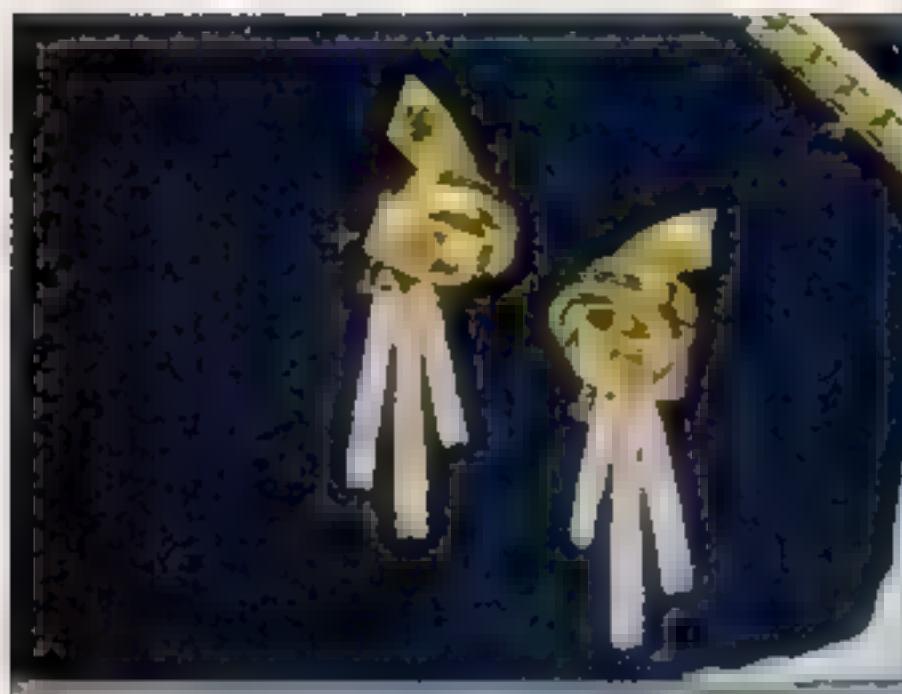
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## LOCOMOTIVE GRAVEYARD

**The GM&O puts all its steam engines to the torch, becomes first major U.S. railroad to dieselize 100%**

U.S. railroading this fall turned a milestone. The Gulf, Mobile and Ohio, which threads the Midwest from Mobile to Chicago, became the first big road to abandon steam locomotion completely in favor of diesels. For the progressive GM&O that meant greater operating efficiency—235 diesels doing the work of 336 steam engines, up to 10,000 miles monthly per freight locomotive instead of under 4,000. It also meant a big re-education program (*next page*).

But for rail fans and nostalgists it meant the beginning of the end of many American landmarks. More and more steam locomotives will be put to the torch because in a diesel-minded world they are virtually worthless except for scrap. Since diesels make long runs without servicing or replacement en route, many a railroad town may come to grief unless, as the GM&O tries to do, new industries are brought in. The familiar water tank will also disappear and the train whistle's lonesome night sound. Incongruously the railroad veterans themselves displayed little emotion when GM&O's last scheduled run was dieselized at a ceremony in Columbus, Miss. Said one ex-steam engineer, climbing down from his pin-neat diesel cab, "Lord God, this is white collar!"



**TANK TOWN SYMBOL**—a 50-year-old tank that held 50,000 gallons of water for thirsty steam engines—is pulled down at Columbus by cable attached to a new diesel.



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## End of Steam CONTINUED



RE-EDUCATION of the railroad's oldtime steam engineers and firemen in operating new diesels is a major part of the change-over. This \$75,000 instruc-



DIESEL PIT in St. Louis illustrates why roundhouses disappear. The service crew readies locomotive, in front long run, for its next trip in a mere two hours.



tion car roams the CM&O system carrying two teachers who train employees, using a panel of diesel controls (right) which run a miniature locomotive (left)



LAST ACT in the change-over occurred when General Superintendent P. B. Bridges gave an engine light to James Wood, engineer on the final steam run.



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And the makers of Omega think it should be dependable because every intricate part of Omega's renowned movement is especially built for high precision accuracy. Every finished watch must pass the most exacting tests before it is released from the Omega laboratories in Switzerland.

Illustrated is one of Omega's newest and greatest achievements, the OMEGA AUTOMATIC, thinnest self-winding watch in the world. It stores 36 hours winding power yet can never overwind. It can be recommended without question as the gift warmly prized by the man with high regard for efficiency.

The Automatic in 14K gold-filled, \$71.50; 14K gold with gold applied-figure dial, \$175. Other Omega men's and women's watches as low as \$60. FTL.



AT LEADING JEWELERS ALL OVER THE WORLD

# OMEGA

FIFTH AVENUE - NEW YORK, N. Y.

# Put **LIFE** into your Christmas Giving

... **THE FAMILY GIFT THAT LIVES**  
**THE YEAR AROUND.**

For Christmas and all the year, here's a present that's sure to please anyone on your Christmas list; a gift as vital and varied as life itself—52 issues of **LIFE**.

Week after week **LIFE** brings into the living rooms of America a cavalcade of breathtaking action, presents an ever-changing pictorial pageant of people and living everywhere in the world.

Here you see strange happenings in strange lands and the beauty and laughter and toil of our own America. You see science on the march and view the ageless paintings of centuries past. You look upon the inspiring deeds of unknown heroes—share the significant trivialities in the lives of the great.

In a single year **LIFE** shows more than 9,000 big, clear photographs that vividly capture the endlessly exciting, ever-changing ways of the world and the world's people.

Indeed, **LIFE** is, as famous Movie Director Frank Capra describes it, "living history."

Why not share this "living history" with your favorite friends and families all through the memorable weeks of 1950?

Give them a year of **LIFE**—a gift a week for 52 weeks.

And there's still time to give **LIFE** by airmail.

Use the airmail order card which falls across this page. All you need do is jot down the names and addresses of those for whom you want to order **LIFE**—Mother, Dad, sons, daughters, uncles, aunts, cousins, nephews, nieces, neighbors, fellow club members, business associates—sign your own name to the order card and speed it back to **LIFE** by airmail today. The card requires no stamp. But act now, to make sure each of your friends is notified of your gift in advance of Christmas.

## SHOP BY AIRMAIL—AT THESE SPECIAL CHRISTMAS RATES



One Subscription ..... \$6.00

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**EACH ADDITIONAL GIFT... ONLY \$3.75**

*The recipient of each of your gifts will receive a specially designed Christmas card, hand-inscribed with your name. The first issue on all new subscriptions will arrive in a colorful, holiday gift wrapper.*





*... it's always  
a pleasure*

*I.W. Harper*



precious aged bottled in bond

**I.W. HARPER**  
Kentucky Straight Bourbon

*since 1872*



Distilled and bottled in bond under the supervision of the United States Government.

KENTUCKY STRAIGHT BOURBON WHISKEY, BOTTLED IN BOND, 100 PROOF, I. W. HARPER DISTILLING COMPANY, LOUISVILLE, KENTUCKY

# "Gown of the Year"

Society women model 14 interpretations of it

The 14 diamond-decked society women below were the chief item of entertainment on Nov. 18 at New York's Knickerbocker Ball. To raise money for the Sister Kenny Foundation, they modeled dresses made by 14 top designers in a competition to select "the gown of the year." The gentlemen of the jury included such knowledgeable men-about-town as Actor Basil Rathbone, Producer Richard Aldrich and Crooner Morton Downey. To the astonishment of most of the feminine socialites present, who gave a thunderous ovation to a magnificent Dior dress with 80 yards of lace and tulle in the skirt worn by Mme. Louis Arpels (p. 162), the jurors chose a pretty white lace frock by French Couturier Jean Dessès as the gown of the year. In line with its designer's belief in simplicity, its only frills were a side-swept flounce on the skirt and a bouquet of matching lace. This was a triumph for M. Dessès, who had never been in the U.S. before and had never before exhibited a dress here. It also demonstrated the inflexibility of male taste, which always falls hard for something sweet, something white and something simple. M. Dessès' dress was all three.



WINNING DRESS was made for Mrs. André Embiricos in France last summer by Designer Jean Dessès (right).

for \$375. She won pearl necklace and Dessès won the small gilded dressmaker's dummy shown in the foreground.



\$7,670 WORTH OF BALL GOWNS and the 14 society women who modeled them at the ball are shown above. From left, models and designers are: Mrs. Constance Woodworth (Sophie), Mrs. Emmerich Kalman (Jo Copeland), Mme. Louis Arpels (Christian Dior, New York), Mrs. William Woodward Jr. (Henri Bendel), Miss Maggi McNellis

(Ceil Chapman), Mrs. Charles Amory (Mme. Garnett), Mrs. Embiricos in prize dress, Mrs. Orson Munn in own design, Mrs. Ellen Tuck Astor (Lilly Daché), Mrs. Igor Cassini (Oleg Cassini), Miss Gloria O'Connor (Charles James), Mrs. William Talbert Jr. (Omar Kiam), Mrs. Helmut Dantine (Nettie Rosenstein), Miss Mary Damon (Adrian).

"GOWN OF THE YEAR" CONTINUED



DIOR dress worn by Mme. Louisa Arpels, wife of a New York jeweler (Van Cleef & Arpels), drew the loudest applause although it did not win the prize. Mme. Arpels would like to buy it. Price: \$900.



CARRIE MUNN dress worn by its designer, Mrs. Orson Munn, has black quilted satin overskirt that can be combined with other tops for less formal evening wear. Skirt with three tops costs \$595.



ADRIAN dress worn by actress Mary Damon is called "Leopardess." It is made of slinky silver lamé covered with black spots and costs \$395. Gown is from the designer's "Africana" collection.



Knitted jacquard... 100% pure wool... trimmed in fury luxury (Laskin Lamb). A girl feels *wonderful* in an Eaglehood!

Ask your dealer to show you many other smart Eagleknits for boys and girls. Write for style folder.

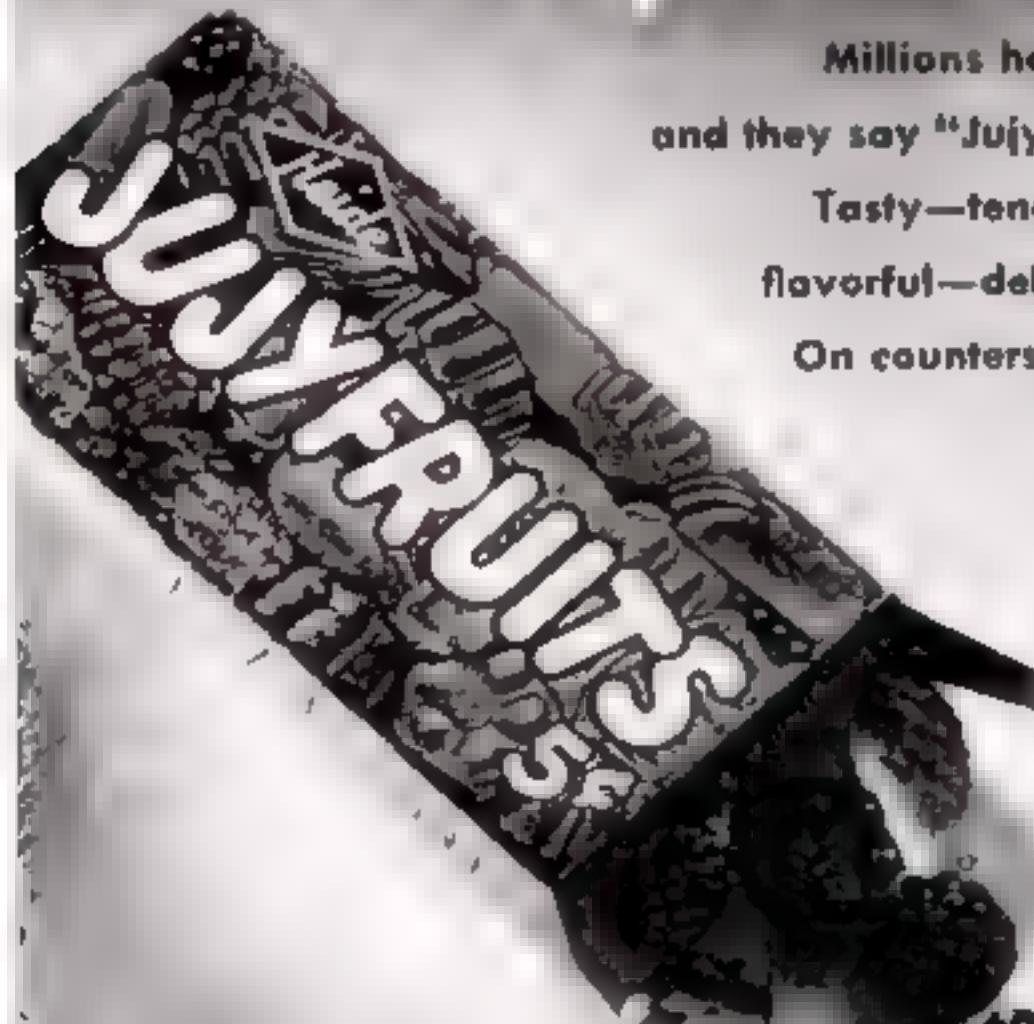
Eagle Knitting Mills, Inc., Milwaukee 4, Wisc.

## EAGLEKNIT

STYLES FOR ALL AGES

Ever try JUJYFRUITS?

Millions have  
and they say "Jujufruits 24-24-24."  
Tasty—tender  
flavorful—delicious.  
On counters everywhere.



**Heide**  
QUALITY CANDIES

MADE BY HENRY HEIDE, INCORPORATED, NEW YORK, N. Y.



# AMITY

## IS ALWAYS the right gift

Whether for him or her, Amity personal leather goods are distinctive gifts to be joyfully received and proudly owned.

The Amity "Director" and "Directress" Billfolds have 8 famous features, including secret pocket, spare key pockets, permanent registration against loss, removable card and photo pockets. Other outstanding features on all Amity merchandise. Choose Amity and you choose the right gift.



AMITY LEATHER PRODUCTS COMPANY  
WEST BEND, WISCONSIN



Letter and  
Memo Case.  
Steerhide, hand-  
colored in brown.  
\$500\*

The "Waldorf" Bill-  
fold. Morocco-grained  
Pigskin. Black, brown,  
red, green or turion.  
\$200\*



Automatic Travel  
Kit. Smooth Cow-  
hide. Has exclu-  
sive automatic cover.  
\$100\*

"Key Kaddy" Moroco-  
grained Pigskin. Black or  
brown. Permanently regis-  
tered in case of loss.  
\$250\*



8-Feature "Director" Billfold. Smooth,  
full-grained Cowhide. Mahogany.  
\$750\*

\*All prices plus tax.

"GOWN OF THE YEAR" CONTINUED

**"m-m-m-XMAS"**

"Suzie" Smith gets the skates she's been yearning for—She's a hard-to-please gal—and insisted on those fine quality, fast-rolling "CHICAGO" Flex-I-Flotes. She's in love with the snow-white leather shoes that flatter and protect her lovely ankles.

No. 101 TRIPLE TREAD Steel Wheels

Johnny Smith, being a busy lad, has no time to waste on broken skate arches and split wheels. He's wise to the "auto-built" sturdiness of "CHICAGO" and the zip, dash and smoothness of the Triple Tread Steel Wheels on the "CHICAGO" brought him. He'll be a champion sure enough—the fastest, safest kid on the World's Greatest.

I cocked an ear back down the chimney, and heard mom and dad exclaiming over all the new improvements in "CHICAGO." (I brought 'em their first pairs when they were courting—and that's been quite a while). TIP—make "CHICAGO" First on Your XMAS LIST!

Valuable Booklets are available. "Secrets of Rink Skating" for grown-ups and "How to Roller Skate" for sidewalk skaters. Get yours TODAY!

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**ROLLER SKATES**  
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Please send me  "Secrets of Rink Skating" booklet  
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Enclosed find 10c for mailing and postage.  
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TOWN \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



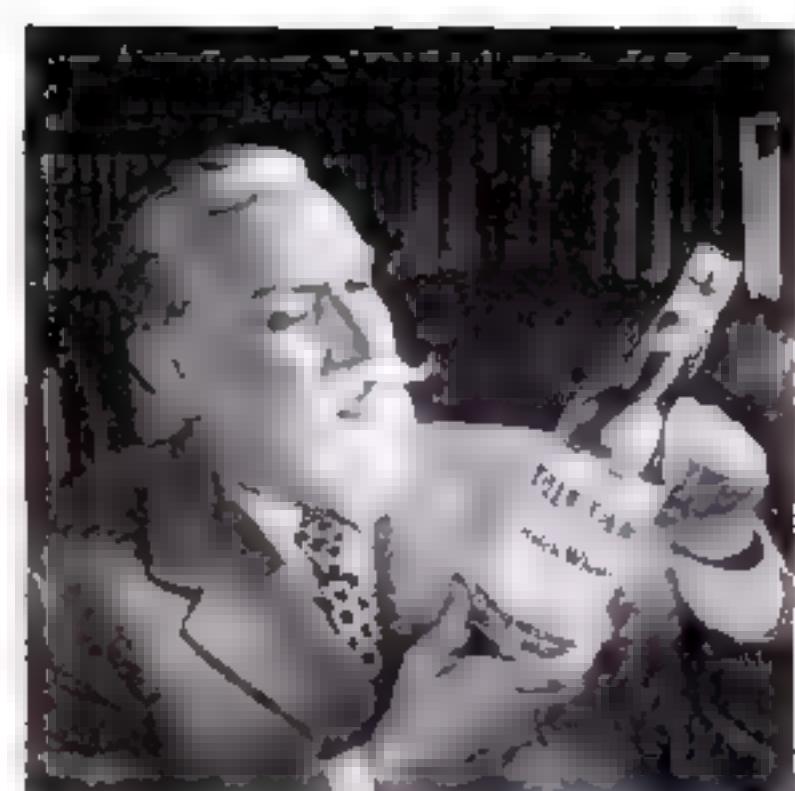
**HENRI BENDEL** dress worn by Mrs. William Woodward Jr. is made of absinthe-green silk taffeta, trimmed with pansies, has a garnet-red velvet jacket. The dress (price \$675) is not hers.



**LILY DACHE** dress worn but not owned by Ellen Tuck Astor, ex-wife of John Jacob Astor, has a 50-yard tulle skirt sprinkled with sequins. Cost: \$195 with feather headdress thrown in for \$69.50.



**MME. GARNETT** dress worn by Mrs. Charles Amory and costing \$750 is jade green lame with a wide nasturtium sash and ruched bodice. Its colors emphasize the Garnett flair for oriental design.



Monty Woolley recommends  
**Gilbey's**  
**Spey-Royal Scotch**

World-famed for its superb flavor and delectable bouquet... world renowned as a coveted gift at Christmas or any time... and world-respected for its masterful mixing qualities—that's Gilbey's! In a Rob Roy or in a scotch sour, as well as in a highball, Gilbey's Spey-Royal Scotch is superb.

• Few gifts can equal Gilbey's; it is one of the five great gifts Mr. Woolley recommends. The other four appear in this issue, too. Look for them!

**GILBEY'S SPEY-ROYAL BLENDED SCOTCH WHISKY, 100% SCOTCH WHISKIES—86.8 PROOF • NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK**

**Hi, fellas! It's a  
Flexible Flyer**



**The Sled with the Eagle!**

For any boy or girl, a snow-covered hill and a Flexible Flyer is a dream come true! It's the finest, fastest, safest sled... the sled with Super-Steering and Air-line-Safety Runners.

S. L. ALLEN & CO., Inc.  
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For Flexible Flyer fun the year 'round... the sled on wheels—the Flexy Racer! Send for the free Puzzle for Fun!

# You pick up lint and dog hairs too, when you

## DO IT with **LEWYT**

THE WORLD'S MOST MODERN VACUUM CLEANER!

- **NEW NO. 80 CARPET NOZZLE!** A few light, easy strokes get more embedded dirt...pick up more lint, threads, even dog hairs! "Lost colors" reappear like magic—all without giving your rugs a beating! No heavy push-pull—slides effortlessly around hard-to-move furniture!
- **4-WAY FILTERED AIR!** No unhealthy dust can leak back into the air you breathe—it's filtered 4 times!
- **NO DUST BAG TO EMPTY!** Nothing to shake out! Lewyt's metal Dust Bowl empties like an ash tray!
- **NEW MAGIC "ENERGIZER"!** Dirt can't choke-off suction! It automatically "vibro-cleans" the filter, constantly *renews* cleaning efficiency! Lewyt's the cleaner that *cleans itself!*
- **HEAR HOW QUIET THE LEWYT IS!** So quiet, you can even clean the nursery without waking baby!
- **NEW "VIDEO-PAK"!** Prevents distortion of television and radio reception!
- **RENEWS UPHOLSTERY...** suction-sweeps bare floors...dusts furniture, venetian blinds...sprays paint, waxes linoleum, de-moths closets...even cleans ash trays!
- **NEW LOCK-SEAL TUBES!** Flick!...and they're suction-tight! Can't come apart in use!
- **SO LIGHT, EASY TO USE!** Glides effortlessly in any direction! Stores away neatly in dust-tight container!
- **COSTS NO MORE THAN ORDINARY CLEANERS!** Comes complete with 7 attachments! Ask your Dealer to demonstrate the Lewyt in your own home! You'll find his name in the yellow pages of your Telephone Directory.

*New! LEWYT COMMERCIAL MODEL NO. 99. Designed for hospitals, hotels, other institutions. Extra capacity. All of Lewyt's exclusive features plus many more. Write today for details.*



Of course, IT'S ELECTRIC!



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## NO DUST BAG TO EMPTY

*Free*  
PICTURE  
BOOKLET  
ON MODERN  
HOME  
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SINCE 1888, MAKERS OF FINE PRECISION EQUIPMENT



**CLUTCHING HIS SNIFFER**, Herb Hartley of the winning team rushes through the woods. When sniffer's loop

aerial is exactly lined up with transmitter he hears loudest signal. He runs toward it, stopping to take bearings.



**AT THE START** hunters with radio direction finders, called "sniffers," collect at Brookfield Zoo. Most of their

## *Life Goes on a Fans follow short-wave signals*

"There's a bunch of crazy people down the road," a hunter reported. "They're running around with boxes on their heads." Without knowing it he had just seen the world's most esoteric sportsmen engaged in their favorite game—the members of Chicago's Midwest Direction Finding Club were out on a radio hunt. A radio hunt is a little like hide-and-seek. A crew with a small transmitter hides anywhere in a 500-square-mile area and starts sending signals, and four-man teams with "sniffers" (miniature radio direction finders) try to track it down. The first to do so wins the game. For their last hunt the Chicago club members thought one transmitter too easy, so they hid three (*map*). Then 25 teams in ears raced as near the transmitter as they could, hopped out and tore across country, gauged by map and sniffer. They are now so expert that the winners spotted all three transmitters in just over two hours.

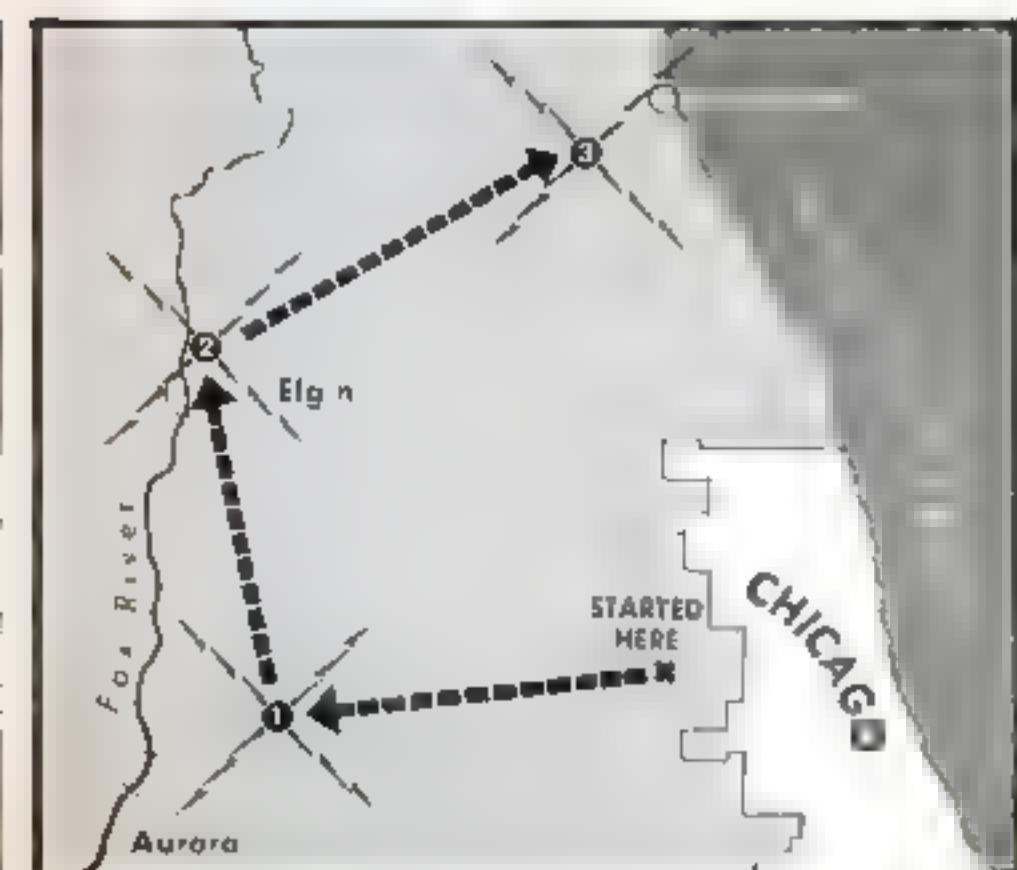


**THROUGH GARBAGE DUMP** Mr. and Mrs. Leroy Parr stumble in direction of third transmitter's signal



cars (background) are mounted with large loop aerials to enable them to get within sniffer range of the transmitter.

## D. F. Hunt through water, woods and garbage



**HUNTING GROUND** where transmitters were hidden is just west of Chicago. Transmitters were 20 miles apart.



**MOUNTING AERIAL** for transmitter, D. F. hunt inventor Curt Hammond shoots wire up in tree with arrow.



**CLUTCHING HER HUSBAND**, Mrs. Parr, who came down from Benton Harbor, Mich. for hunt, comfortably

crosses a brook with sniffer mounted on her head. They lost one sniffer in another stream, but still placed fourth.

## NEW GIFT IDEA READY!



### Safe Fun for Folks 8 to 80!

For "smart" giving—adult guest entertaining—short range target practice in your living-room—get the amazing new Daisy TARGETTE SET. Safe fun for all! Complete with: SILVER CHROME-PLATED AIR PISTOL, 14" long, adjustable sight, safe, accurate to 12 feet, RED PLASTIC "TABLE-TOP" SHOOTING GALLERY, slotted to "park" pistol, 7 IVORY-WHITE SPINNER TARGETS, 800 ROUNDS tiny B-B ammunition in 2 metal cans held in Gallery "legs." All in sturdy carton, only \$4.95. Quality-built to last. At hardware, sports goods, department stores!

IF DEALER IS SOLD OUT send \$5 for Targette Set, \$3 for Targeteer Outfit. Well ship postage paid anywhere in Continental U.S.A. Satisfaction Guaranteed.

DAISY MANUFACTURING COMPANY, DEPT. B-8, PLYMOUTH, MICHIGAN, U.S.A.

### Also TARGETEER AIR PISTOL OUTFIT!



**FIRST ARRIVALS** at No. 3 transmitter station were two startled rabbit hunters whose dogs flushed its crew. Said one, "Nearly took a shot at you."



**GETTING WARM**, a radio hunter (left background) approaches a transmitter post hidden behind tree. He is now receiving a loud signal on snifter.



## KENTUCKY TAVERN Holiday Packages

Perfect for that home bar, this attractive decanter should top your list for the man who is proud of his hospitality. Holds 4/5 Quart of Kentucky's finest Bottled in Bond.

Kentucky Straight Bourbon Whiskey: Bottled in Bond. 100 Proof

Looks like freshly cut log. So unique, so timely you'll be as pleased to give it as he will be to receive it. Holds 4/5 Quart of Kentucky Tavern—The Aristocrat of Bonds.

THE HOUSE WITH THE HOLIDAY SPIRIT



**TRYING ON SNIFTER** after hunt, Dennis Alley, son of co-entrant, opens mouth in astonishment as he picks up loud "Dah dah dah" from last transmitter.

# 'Scope

The Cigarette Holder

that TELESCOPES! \$100

Smart, sanitary case  
may be hung from watch  
chain or charm bracelet.

\$100



Jewels by Harry Winston

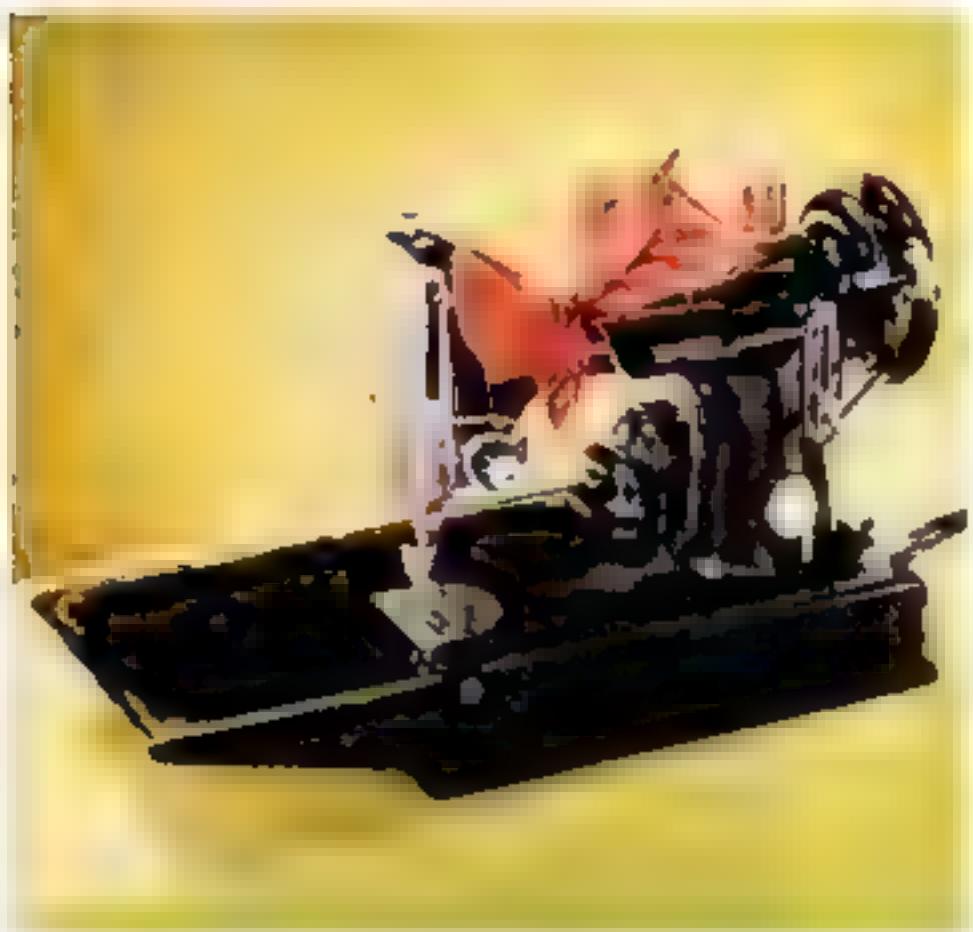
# SINGER

## THE SMARTEST SANTAS SHOP AT SINGER SEWING CENTERS!

You'll find gorgeous gifts by the sleighful at your SINGER SEWING CENTER!

Everything from holly-green pin cushions to the finest SINGER Machines in 98 Christmases. (Portables start at \$89.50,† cabinet models at \$147.50†)

Shop today—for all the ladies on your list!



**SINGER® Featherweight Portable**, world's most popular machine. Weighs a mere 11 pounds (without red bow), yet does the work of a full-size model. Sews forward and backward. Comes in luggage-type case.



If she loves the traditional, she'll love this Queen Anne. A graceful cabinet model of period design, walnut or mahogany finish. SINGER-dependable, you know it will stand up for Christmases to come.



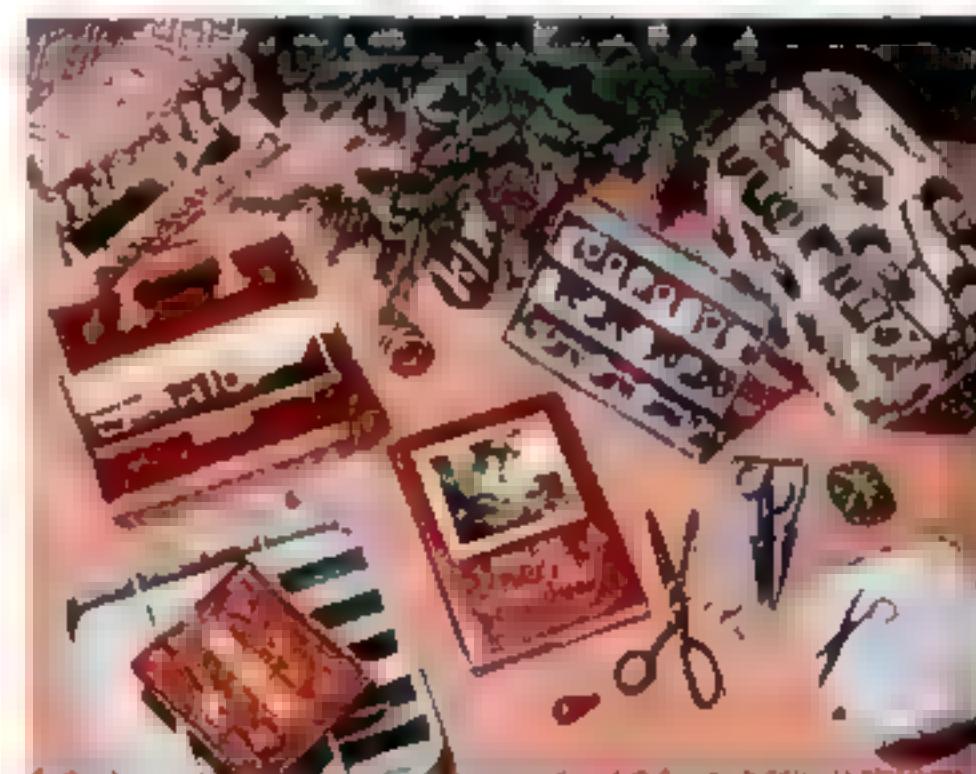
For the modern home! Handsome desk with a new SINGER® Sewing Machine inside. Roomy drawers. Matching stool. Finished in blonde oak, so gleaming-smooth it will reflect the lights on your tree.



A SINGER Dressmaking Course will delight mother or teen-age daughter. She'll make a dress as she learns. Complete series: 8 lessons, only \$10. Another ideal gift: famous SINGER® Molded Dress Form.



The buttonholer, above, is one of the most-wanted SINGER® attachments. Makes perfect buttonholes in a few seconds each. SINGER has zipper foot, ruffler, hemstitcher and many other timesaving sewing aids.



Chintz-covered sewing boxes, gay as a Christmas tree! Sewing kits, scissors, new "SINGER Sewing Book" with 1000 illustrations. For gifts to make a gal sew-happy, shop at your SINGER SEWING CENTER!



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emblem on the window, and never through department stores or other outlets. There are hundreds of SINGER SEWING CENTERS from coast to coast. For address nearest you, see classified phone directory under SINGER SEWING MACHINE CO.



## SINGER SEWING CENTERS

There's one near you to serve you



# JITTERY JAYWALKERS

German first frightens, then photographs them



By scaring the daylights out of unwary pedestrians, a German photographer recently got these painfully candid pictures. To conduct his mildly sadistic experiment Erhard E. Rogge (left) attached a camera to his car so he could click the shutter just after he blew his horn. Then he drove purposefully for two hours through the streets of Berlin, honking his horn fiercely at anybody who was crossing the street. Some people scrambled for safety like rabbits. Others jumped and then glared back in

outraged hostility. Though nobody actually got hurt, most pedestrians thought it was a dirty trick, being frightened and photographed at the same time. But Herr Rogge felt that he was administering a righteous rebuke to Berlin jaywalkers, who ought to consider themselves lucky that they were only ending up on film instead of in the hospital.



UMPING FOR THEIR LIVES, two Berlin boys try to dodge the onrushing motorist who took this picture when his car was almost on top of them.

CONTINUED ON NEXT PAGE

## GIVE HER THE ALL NEW **SINGER** Cleaner

with  
**DUAL SUCTION**

The most amazing dirt-getting action you ever saw! The new SINGER Vacuum is the first to bring you *two fans* for greater suction!



### EASES CLEANING 8 IMPORTANT WAYS

1. **No stooping!** All controls are on the Magic Handle—within easy finger-tip reach.
2. **No unwinding of cord!** Cord outlet lets you pull out extra cord as you need it.
3. **No stumbling over tangled cord!** Control button reels cord in—gets it out of way as you clean.
4. **More cleaning power when you need it!** Two-speed switch for heavy and light cleaning.
5. **No more foot-pedal acrobatics!** Touch the trigger—and adjust handle to any position.
6. **No brush-adjusting bother!** Exclusive SINGER "floating" brush adjusts automatically to most rug thicknesses.
7. **Easy to carry** with specially designed midway hand-grip.
8. **Easy to get under furniture!** Streamlined motor and nozzle housing is only 5 inches high.



Easy to store! Hangs flat in closet. Ideal for small homes and apartments. Ask for a demonstration in your home.

For your protection SINGER sells and services its Sewing Machines, Vacuum Cleaners, and other products only through "SINGER SEWING CENTERS," identified by the red "S" Trade-mark and the SINGER SEWING CENTER emblem on the window, and never through other stores or outlets.

SINGER VACUUM CLEANERS ARE SOLD ONLY THROUGH YOUR—  
**SINGER SEWING CENTERS**  
THERE'S ONE NEAR YOU TO SERVE YOU



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Jittery Jaywalkers CONTINUED



For that "Good Morning" shave

The best brushes have

**DU PONT NYLON  
BRISTLES**

You'll start the day right when you lather up with a smart, long-lasting nylon-bristled shaving brush. It's smooth and easy on the skin...works up a rich lather quickly...and washes out and dries in a jiffy. You can say goodbye to soggy, bogged-down bristles. No more mildew either when your shaving brush has clean, odorless nylon bristles. To get the best in any brush, buy one that's bristled with genuine Du Pont nylon. Look for the word NYLON stamped clearly on the handle.

Product of



BETTER THINGS FOR BETTER LIVING  
...THROUGH CHEMISTRY



*Jayson*

**NYLON  
SHIRT**

NYLON PERFECTLY TAILORED! 100% DuPont Nylon specially created for finer shirts, tailored with the unusual skill of Jayson craftsmanship. Single-needle lock-stitching. Set-in sleeves. Porous design assures comfort. Wash it at home; it dries in an hour. At last...nylon treated with true shirtmaking skill—the ideal gift. \$8.95. Other Jayson shirts from \$2.95.

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Makers of *Excelsior Shirts*

THE NATION SAYS

*Jayson*  
SHIRTS • SPORTWEAR • PAJAMAS

*...because it fits to Perfection.*

SHIRTS • SPORTWEAR • PAJAMAS



A GI AND HIS GIRL BITTERLY RESENT BEING SCARED AND INTERRUPTED



GIRL STOPS DEAD IN HER TRACKS



MAN ALMOST TOPPLES BACKWARDS



AGED PEDESTRIAN, EITHER DEAF OR DEFIANT, REFUSES TO BE RUFFLED

IF YOU'RE "HONING" FOR THE KIND OF DRINK  
OLD-TIMERS TALK OF YET —



THE KIND THAT WET THE WHISTLES  
OF THE BARBER SHOP QUARTET —



YOU CAN BET YOUR BOOTS AND BLAZER  
THERE'S ONE CHOICE YOU WON'T REGRET —



JUST TELL THE MAN  
YOU WANT IMPERIAL!



**IMPERIAL** is made by Hiram Walker. And Hiram Walker's  
91 years at fine whiskey-making makes Imperial good!

Blended whiskey. 86 Proof. 70% Grain Neutral Spirits. Hiram Walker & Sons Inc., Peoria, Ill.



NOTED THROAT SPECIALISTS REPORT on 30-Day Test of Camel smokers...

# Not one single case of throat irritation due to smoking **CAMELS!**



The inimitable Fred Astaire has been King of the Dance for as long as most theatre-goers can remember. Fred calls time for a Camel as he works out a new ballroom routine at the famed Fred Astaire Dance Studios.

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.

**FRED ASTAIRE** reports:

"I MADE MY OWN 30-DAY MILDNESS TEST. IT'S **CAMELS** FOR ME FROM NOW ON!"

Start your own  
30-Day  
Camel  
MILDNESS  
Test Today!



R. J. REYNOLDS TOBACCO CO.  
WINSTON-SALEM, N. C.

*"Camels agree with my throat!"*



JEAN PUGSLEY, secretary, who made the 30-Day Test under observation of a throat specialist, says, "Camels agreed with my throat from the start!"



"LONG BEFORE I got my doctor's report, I knew Camels agreed with my throat. Mildest cigarette I ever smoked!" Robert Murphy, production man.



LEONA STEVENSON, saleswoman: "I smoked many different brands before I discovered the one cigarette that really agrees with my throat—Camel!"



"I MADE THE TEST and my doctor's report was no surprise to me. Camels agreed with my throat from the very first puff!" Joe Gover, salesman.



HOUSEWIFE Mrs. Edna Wright: "I made the doctor's test. It was fun! Camel mildness certainly agrees with my throat. Wonderful flavor, too!"



"I STARTED smoking Camels because they taste good. I've kept on smoking them because Camels agree with my throat!" R.M. Elliot, merchandiser.